

“WordPress Express” by IEEE CS DBIT: 3-Day Plan

Day 1: WordPress Basics & Setup (4 Hours)

1. Introduction (10 mins)

- Overview of IEEE

2. Introduction to WordPress (30 mins)

- What is WordPress? (Examples of sites built with WP)
- Difference between WordPress.com vs. WordPress.org
- Why use WordPress? (Flexibility, SEO, Community, Scalability)

3. Installation & Setup (50 mins)

- Setting up WordPress on Localhost (XAMPP/LAMP)
- Setting up WordPress on Web Hosting (Brief overview of cPanel)
- First-time setup: Site Title, Tagline, Permalinks

Break (20 mins)

4. Dashboard Walkthrough (50 mins)

- Pages vs. Posts
- Media Library
- Themes & Plugins Overview

5. Hands-on Activity: Building a Basic Website (50 mins)

- Creating a Homepage & About Page
- Setting up Navigation Menus
- Customizing basic site settings (Reading Settings, Discussion, Permalinks)

6. Q&A & Recap (30 mins)

Day 2: Customization, Plugins & SEO (4 Hours)

1. Themes & Customization (60 mins)

- Choosing a theme (Free vs. Premium)
- Exploring Theme Customizer (Colors, Fonts, Layouts, Widgets)
- Adding & Formatting Content (Text, Images, Videos, Embeds)

2. Plugins & Features (80 mins)

- Essential Plugins:
 - SEO (Yoast SEO or RankMath)

- Security (Wordfence)
- Forms (Contact Form 7 or WPForms)
- Caching (WP Rocket, W3 Total Cache)
- Backup Strategies (UpdraftPlus, Wordfence)

3. User Management & Membership (40 mins)

- User roles & permissions (Admin, Editor, Contributor, Subscriber)
- Membership plugins for restricted content & subscriptions

4. Writing & Optimizing Blog Posts (40 mins)

- Creating an SEO-friendly blog post
- Using Yoast SEO (Focus Keywords, Meta Description, Readability)
- Internal & External Linking Strategies

5. Contest Briefing (15 mins)

- Participants need to create one of the following throughout the whole week:
 - Portfolio Website
 - Blog/News Website

Day 3: Advanced Features & Live Website Launch (4 Hours)

1. E-commerce with WooCommerce (90 mins)

- Installing & Setting up WooCommerce
- Adding products, setting up payment gateways, checkout customization
- WooCommerce Extensions: Coupons, Subscriptions, Analytics

Break (10 mins)

2. Website Monetization (45 mins)

- Google AdSense & Affiliate Marketing
- Sponsored Content & Membership Monetization

3. Future Scope of WordPress & Prize Distribution (45 mins)

- **Prize Distribution**
- **Trends:** Headless WordPress, AI-powered SEO, No-Code Builders
- **Job Opportunities:** Freelancing, WP Development, SEO Careers
- **Industry Use Cases:** News Sites, E-commerce, Corporate Sites