**WordPress**

**Course Overview**

The **WordPress** course offers comprehensive training on using WordPress, the world’s most popular content management system (CMS), to create, manage, and optimize websites and blogs. This course is ideal for beginners, bloggers, small business owners, and web developers who want to build professional websites without deep coding knowledge.

Learners will understand how to install WordPress, customize themes, add plugins, and manage website content effectively to create responsive, SEO-friendly, and user-friendly websites.

**Course Objectives**

By the end of this course, learners will be able to:

* Understand the basics and architecture of WordPress.
* Install and configure WordPress on a hosting platform.
* Customize WordPress themes and layouts to fit branding needs.
* Use plugins to extend website functionality.
* Create and manage website pages, posts, menus, and media.
* Optimize WordPress websites for search engines and performance.
* Implement website security best practices.
* Launch and maintain a professional WordPress website.

**Syllabus Breakdown**

**Module 1: Introduction to WordPress**

* What is WordPress? Overview and features
* Understanding CMS and types of websites made with WordPress
* WordPress.com vs WordPress.org explained
* Setting up domain and web hosting basics

**Module 2: Installing and Setting Up WordPress**

* Installing WordPress manually and via auto-installers (cPanel)
* Exploring the WordPress dashboard and admin panel
* Configuring general settings (site title, timezone, permalinks)

**Module 3: Themes and Customization**

* Choosing and installing themes
* Customizing themes using the WordPress Customizer
* Creating child themes and understanding templates
* Using page builders (Elementor, Gutenberg editor)

**Module 4: Working with Content**

* Creating and managing posts and pages
* Using categories and tags effectively
* Adding and managing media (images, videos)
* Creating menus and widgets for navigation

**Module 5: Plugins and Website Functionality**

* What are plugins and how to install them
* Essential plugins for SEO, security, and performance
* Adding contact forms, social media integration, and e-commerce
* Managing plugin updates and compatibility

**Module 6: SEO and Website Optimization**

* Basics of WordPress SEO
* Installing and configuring SEO plugins (Yoast SEO, Rank Math)
* Optimizing website speed and mobile responsiveness
* Creating XML sitemaps and connecting Google Search Console

**Module 7: Security and Maintenance**

* Implementing website security best practices
* Backups, updates, and restoring the website
* Managing users and permissions
* Troubleshooting common WordPress issues

**Module 8: Launching and Growing Your Website**

* Pre-launch checklist
* Analytics and tracking website traffic
* Strategies for website promotion and content marketing
* Scaling websites with e-commerce and membership features

**Career Opportunities**

Proficiency in WordPress opens career pathways such as:

* **Web Developer**
* **Content Manager**
* **Digital Marketing Specialist**
* **Blogging Professional**
* **Website Designer**
* **Freelance WordPress Consultant**
* **E-commerce Manager**

Mastering WordPress empowers individuals to create dynamic, professional websites tailored to any business or personal brand without extensive coding skills.