



**LEARN**

# **WORDPRESS**

**FULL CUSTOMIZATION**

(Create Your Own Website)





## ABOUT US

PNY Trainings is the first choice of students who want to excel themselves in the field of Internet Marketing. PNY Trainings consists of Top Level Trainers who are adept in the fields of Internet Marketing. We are the pioneer institute who started comprehensive Trainings for the benefits of students. Since our launch, hundreds of students are trained who secured good jobs in the expanding IT industry as we all know. Contact us and secure your seat for upcoming trainings, events and seminars.



**60+**  
IT COURSES



**50,000+**  
STUDENTS CONNECTED



**70+**  
INSTRUCTORS

## WHY US ?



06+ Years of Excellence



Experienced Trainers



Jobs Placement Cell



Practice-Based Learning



Career Oriented Learning



Industry Connectivity

## WE OFFER



Development



Marketing



Art & Design



Multimedia



Networking  
& Cyber Security



Business & Accounts



Languages



# SALIENT FEATURES



PNY Trainings



Follow-Up Sessions



Practical learning



Internships/Jobs Opportunities



Learning Management System



Expert Mentorship

## WHY THIS COURSE ?

- It is the most popular content management system and the fact that it has a standard WordPress dashboard makes it a universal platform that can be effectively used by anyone.
- Its functionalities are easy to understand and it comes with a host of themes, tools and plugins, that aids in making a beautiful website.

# WHAT WILL YOU LEARN

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- Get Free, paid Domain & Hosting
- Full Cpanel, H-panel and website admin dashboard tour
- Theme and Plugin customization
- Customize theme or plugin with the help of HTML, CSS ,  
Java script and PHP
- Make website with the help of templates
- Build responsive websites, blog, LMS and online store  
with Divi, Avada, Wp Bakery, Elementor and Elementor pro
- Transfer website from one host to other
- Earn money with the help of wordpress websites





# **WORDPRESS FULL CUSTOMIZATION COURSE OUTLINE:**

## **1. Setup and Configure WordPress**

- Difference between wordpress.com and wordpress.org
- Understanding the WordPress.org Downloads Website
- Installing WordPress on live server
- Installing WordPress on local server
- Logging into Your Dashboard

## **2. Administering WordPress, Theme and Plugin Updates**

- Understanding the WordPress Dashboard — Updates Screen
- Understanding Version, Release and Modification Updates
- Updating Based on WordPress, Theme and Plugin Compatibility
- Upgrading to the Latest WordPress Release

## **3. Creating and Administering Posts**

- Setting Up Categories and Tags
- Understanding Title and Content Areas — Configuring the Publish Area
- Setting the Featured Image

## **4. Creating and Administering Pages**

- Differences between Pages and Posts
- Creating Your Basic Website Pages
- Creating Parent Pages
- Difference between Visual and Text Editor
- Using HTML to Extend Page Content

## **5. Creating and Administering Menus**

- Creating Your First Menu
- Adding Pages, Post and Categories to Your Menu
- Re-Arranging the Menu Items
- Removing the Menu Item
- Adding Custom Links to Your Menu

## **6. Inserting Hyperlinks**

- Inserting hyperlink to download file
- Inserting hyperlink to an External Websites
- Inserting Hyperlinks to an Internal Page
- Inserting an E-mail Address
- Removing a Hyperlink

# **WORDPRESS FULL CUSTOMIZATION COURSE OUTLINE:**

## **7. About Shortcodes**

- What is Shortcode
- How to use Shortcode
- Shortcode Example

## **8. Configuring Website Settings**

- Configuring General Settings
- Configuring Reading Settings
- Configuring Permalinks

## **9. Media Library**

- Understanding the Default Width and Height Settings
- Understanding WordPress Image File Creation
- Understanding the Default Month Year Folder Structure
- Uploading and Managing Media Files

## **10. Themes and Plugins**

- What is a Plugin
- How to download plugin
- Installing, Updating, and deleting the plugin
- Choosing a Theme - Installing and Configuring a Theme
- Switching Between Themes
- Adding Menu, Media and Content to a Theme
- Administering, Upgrading and Maintaining Plugins
- Example of how to use Plugins

## **11. Widgets and Sidebars**

- What is Widget
- What is Sidebar
- Adding/Removing Widgets
- Adding Text, Post, Image and other types of widgets

## **12. Adding a Slideshow**

- Uploading Images for Slideshow
- Using the Theme's Built-in Slideshow Feature
- Installing a Slideshow Plugin
- Creating a Slideshow
- Adding the Slideshow to a Page
- Adding a Slideshow to a Sidebar



# **WORDPRESS FULL CUSTOMIZATION COURSE OUTLINE:**

## **13. Adding Social Media Buttons**

- Using a Plugin to Add Social Media Buttons
- Adding Social Media Buttons to a Widget
- Using the Theme's Option to Add Social Media Button

## **14. Inserting Google Map**

- Installing a Plugin
- Creating a Backup
- Locating the Backup
- Downloading the Backup

## **15. WordPress Web Security**

- Installing & Activating the Plugin
- Scanning Your Website for Vulnerabilities
- Using Strong Passwords
- Changing the Admin User
- Keeping WordPress & Plugins & Themes up to Date
- Avoiding Free Themes

## **16. Redirecting Pages**

- Installing a Plugin
- Configuring the Plugin
- Adding a Redirect

## **17. Website speed optimization**

- Installing & Activating the required Plugins
- Check website speed on GtMetric and other Websites
- Optimize website with cache, images and js optimizer plugins
- Integrate free or paid SSL
- Increase website speed according to google needs

## **18. Backing up the Website**

- Installing a Plugin
- Creating a Backup
- Locating the Backup
- Downloading the Backup

# **WORDPRESS FULL CUSTOMIZATION COURSE OUTLINE:**

## **19. Basic On-Page SEO**

- Installing & Activating the Plugin
- Set title, description and focus keyword for page
- Check page status, page readability status with anyone of these plugins Yoast Seo, Math Rank or All in One Seo
- Submit website in google search console

## **20. Working on Astra, Ocean Wp, Avada, Divi, Rishi Woodmart, Houzez & Generate press (WordPress themes and their Page Builders)**

- How to install these Themes
- How to use different components of these Themes
- Full customizations of these Themes

## **21. Working on Elementor Page Builder, Elementor Pro, Wp bakery, Divi Builder & Avada Builder**

- How to install these page builders
- How to use different elements of these Builders
- How to make custom header and footer in these Builders

## **22. Making Complete Website in WordPress**

- Making E-commerce website
- Making a Complete Landing Page
- Making a complete Blogging Website
- Making a complete Business Portfolio

## **23. Customizing the Theme Using Code**

- Understanding HTML5
- Understanding CSS3
- How to change the appearance of the website using HTML and CSS code
- Adding an additional CSS into your Theme code
- Changing the position of the Theme components using CSS code

## **24. One Bonus Website in Each Batch**

- Making a complete Multi Vendor Website
- Making a complete LMS Website
- Making a complete Order Taking & Table Reservation System Website
- Making a complete Ad's Listing Website
- Making a complete Website for Real Estate Industry
- Making a complete Social Media Platform Website
- Making a complete Affiliated Blog Website
- Making a Website with any custom theme



# INSTRUCTOR PROFILE:



**MR. FAIZAN** IS A TOP ONLINE MENTOR, WHO HAS GOT EXPERTISE IN VARIOUS FIELDS SUCH AS PHP DEVELOPMENT, WORDPRESS EXPERT, LARAVEL DEVELOPER, WEB DEVELOPMENT. HE TEACHES ONLINE COURSES TO OVER 2,000 STUDENTS ACROSS PAKISTAN. HIS WEB DEVELOPMENT COURSES HAVE RECEIVED HIGH ADMIRATION FOR THE COMPREHENSIVE TUTORIALS AND PRACTICAL APPROACH WITH LOTS OF HANDS ON EXAMPLES. HE IS A SOFTWARE ENGINEER, A COMPUTER EXPERT, A BLOGGER AND A BUDDING CHARTERED ACCOUNTANT FROM PAKISTAN. HIS TEACHING STYLE IS, BREAKING-DOWN COMPLEX CONCEPTS THROUGH SIMPLE EXAMPLES AND ANIMATIONS. THAT'S WHY, HIS STUDENTS CALL HIM A VERSATILE TEACHER! FOR HIS CONSISTENT AND TIMELY SUPPORT TO HIS STUDENTS IN PNY TRAININGS, HE WAS AWARDED "LIGHTNING RESPONDER" BADGE



**MUHAMMAD SHOAIB MUNEEB** IS A FULL-STACK WEB AND MOBILE APP DEVELOPER WITH A CREATIVE MIND AND GOOD PROGRAMMING SKILLS. HE HAS A MASTER'S DEGREE IN INFORMATION TECHNOLOGY. HE HAS WORKING EXPERIENCE IN VARIOUS FIELDS SUCH AS PHP DEVELOPMENT, WORDPRESS EXPERT, SEO & SEM SPECIALIST, AND MOBILE APP DEVELOPMENT SINCE 2015. HE HAS WORKED WITH DIFFERENT FAMOUS SOFTWARE HOUSES AND ERP SOLUTION-BASED COMPANIES. NOW HE IS RUNNING HIS OWN STARTUP COMPANY AND SOFTWARE HOUSE IN LAHORE. HE HAS TRAINED HUNDREDS OF STUDENTS IN ALL OF THESE FIELDS AS A MENTOR IN DIFFERENT LOCATIONS ALL OVER PAKISTAN AND OTHER COUNTRIES FOR THE LAST TWO YEARS. HIS WAY OF TEACHING WITH A PRACTICAL APPROACH AND QUICK RESPONSE TO THE QUERIES OF STUDENTS IS AN IMPRESSIVE AND UNIQUE POINT IN TEACHING FIELD WHICH STUDENTS LIKE MOST.







**MOHSIN NAZEER** MEDIA AND MARKETING COMMUNICATIONS SPECIALIST, HOLDS A PROFESSIONAL DEGREE OF MS COMMUNICATION STUDIES WITH SPECIALIZATION IN ADVERTISING FROM THE PRESTIGIOUS AND PIONEER INSTITUTE OF JOURNALISM IN PAKISTAN, THE SCHOOL OF COMMUNICATION STUDIES AT UNIVERSITY OF THE PUNJAB. HE HAS WORKED WITH GEO NEWS, DUNYA NEWS AND SOME OF COUNTRY'S TOP MEDIA HOUSES AND ADVERTISING AGENCIES. HE HAS TRAINED HUNDREDS OF STUDENTS IN COMMUNICATION RELATED COURSES AS VISITING LECTURER. WITH OVER 10 YEARS' EXPERIENCE IN HIS FIELD, HE IS CURRENTLY RUNNING HIS OWN MONTHLY MAGAZINE AS EDITOR AND SUCCESSFULLY HANDLING HIS DIGITAL MARKETING COMMUNICATIONS CONSULTANCY SERVICES



# LEARN WORDPRESS FULL CUSTOMIZATION (Create Your Own Website)



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