

The background of the cover features a top-down illustration of a person's hands typing on a vintage typewriter. The desk is cluttered with various items: a magnifying glass over a document, a coffee cup, a camera, a notebook with glasses, and several papers with placeholder text like "Lorem ipsum dolor sit amet". The background is decorated with large, semi-transparent hexagons in shades of orange and grey.

WORDPRESS SYLLABUS

"Master WordPress: From Beginner to Pro – Complete Course Syllabus"

 arraylogicacademy.com

**EMPOWER YOUR
DIGITAL PRESENCE**

WORDPRESS COURSE SYLLABUS

Module 1: Introduction to WordPress

Overview of WordPress

- Understanding what WordPress is and why it's popular.
- The difference between WordPress.com and WordPress.org.
- Overview of WordPress themes and plugins.

Setting Up WordPress

- Installing WordPress locally (using XAMPP or MAMP).
- Installing WordPress on a live server via cPanel or FTP.
- Configuring basic WordPress settings (site title, timezone, permalink structure).

Module 2: WordPress Dashboard and Basic Features

Navigating the WordPress Dashboard

- Understanding the main sections: Posts, Pages, Media, Comments, Appearance, Plugins, Users, Settings.

Content Creation and Management

- Creating and publishing posts and pages.
- Formatting and organizing content using the block editor (Gutenberg).
- Categories, tags, and managing content effectively.

Media Management

- Uploading, managing, and inserting images, videos, and other media files.
- Understanding media libraries and using image optimization tools.

Module 3: Working with WordPress Themes

Installing and Customizing Themes

- How to choose, install, and activate a WordPress theme.
- Customizing themes through the WordPress Customizer.
- Modifying the appearance of a theme (colors, fonts, logo).

Creating a Child Theme

- What is a child theme and why it's important.
- How to create and use a child theme for customization.

Theme Options and Widgets

- Exploring theme options and settings.
- Adding and managing widgets in sidebars and footers.

Module 4: WordPress Plugins

Understanding WordPress Plugins

- What are plugins and how do they extend the functionality of WordPress?
- Installing, activating, and updating plugins.

Must-Have Plugins for WordPress

- SEO plugins (e.g., Yoast SEO, Rank Math).
- Security plugins (e.g., Wordfence, iThemes Security).
- Performance optimization plugins (e.g., WP Rocket, W3 Total Cache).
- Contact form plugins (e.g., Contact Form 7, WPForms).

Managing Plugins and Their Settings

- Deactivating and deleting plugins.
- Troubleshooting plugin conflicts and errors.

Module 5: WordPress Site Structure and Navigation

Creating Menus and Navigation

- How to create and manage navigation menus.
- Adding custom links, pages, and categories to menus.

Understanding Permalinks

- Configuring permalink structure for SEO.
- Best practices for URLs and links in WordPress.

Building Pages and Landing Pages

- Creating custom pages using the block editor.
- Using page builders like Elementor or WPBakery for drag-and-drop editing.
- Setting up a homepage and landing pages for your website.

Module 6: WordPress Security and Backup

Securing Your WordPress Site

- Best practices for WordPress security (strong passwords, user roles, etc.).
- Using SSL and HTTPS for secure browsing.
- Configuring a security plugin (e.g., Wordfence, Sucuri).

Backup and Restore

- Installing and configuring backup plugins (e.g., UpdraftPlus).
- Manual backup methods using cPanel or FTP.
- Restoring a website from backup.

Module 7: SEO for WordPress

Search Engine Optimization (SEO) Basics

- On-page SEO strategies (meta tags, title tags, headers).
- How to use SEO plugins like Yoast SEO or Rank Math.

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- Keyword research and optimization for posts and pages.
- Adding alt text to images and optimizing media for SEO.

Setting Up Google Analytics and Google Search Console

- How to integrate Google Analytics with WordPress.
- Using Google Search Console for monitoring website performance and indexing.

Module 8: WordPress E-Commerce with WooCommerce

Setting Up WooCommerce

- Installing and configuring the WooCommerce plugin.
- Creating and managing products (simple, variable, downloadable).

Managing Payments and Shipping

- Setting up payment gateways (PayPal, Stripe, etc.).
- Configuring shipping methods and taxes.

WooCommerce Customization

- Customizing product pages and the checkout process.
- Installing and using additional WooCommerce extensions for advanced functionality.

Module 9: WordPress Site Performance and Optimization

Improving Website Speed

- Understanding website speed and its impact on user experience.
- Tools for testing site speed (Google PageSpeed Insights, GTmetrix).
- Caching plugins and image optimization techniques.

Mobile Responsiveness

- Ensuring your WordPress site is mobile-friendly.
- Testing mobile responsiveness and fixing issues.



Optimizing WordPress for SEO and Performance

- Reducing site bloat and optimizing the database.
- Minimizing HTTP requests and lazy loading images.

Module 10: Launching and Maintaining a WordPress Site

Preparing for Launch

- Final checks before launching a WordPress site (SEO, content, security).
- How to go live and promote your website.

Website Maintenance and Updates

- Updating WordPress core, themes, and plugins.
- Monitoring site performance and security after launch.

Troubleshooting Common WordPress Issues

- Fixing the "White Screen of Death."
- Dealing with plugin conflicts and theme issues.
- Resolving common error messages in WordPress.

Improving Website Speed

- WordPress (Dashboard, Theme Customizer, Gutenberg Block Editor)
 - Elementor or WPBakery (for page building)
 - Yoast SEO or Rank Math (for SEO optimization)
 - WooCommerce (for e-commerce setup)
 - UpdraftPlus (for backups)
 - Wordfence or Sucuri (for security)
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