



**TECHNOCATION FREELANCING TRAINING INSTITUTE & SOFTWARE HOUSE**

# **Professional WordPress Course Outline**

## **Module 1: Introduction to WordPress**

- Overview of WordPress & Its Ecosystem
- WordPress.com vs. WordPress.org
- Understanding Domain & Hosting Requirements
- Installing WordPress (cPanel, FTP, Localhost)

## **Module 2: WordPress Dashboard & Settings**

- Navigating the WordPress Admin Panel
- General, Writing, Reading, and Media Settings
- Managing User Roles & Permissions
- Updating WordPress Core, Themes, and Plugins

## **Module 3: Themes & Customization**

- Understanding WordPress Themes & Template Hierarchy
- Installing & Customizing Themes
- Using Page Builders (Elementor, WPBakery, Gutenberg)
- Creating Child Themes for Advanced Customization

## **Module 4: WordPress Plugins & Extensions**

- Essential Plugins for Security, SEO, and Performance
- Installing & Configuring Plugins
- Custom Plugin Development Basics
- Using Shortcodes & Widgets

## **Module 5: Content Management & Blogging**

- Creating & Managing Posts & Pages

- Categories, Tags, and Custom Taxonomies
- Embedding Media: Images, Videos, Audio
- Scheduling & Managing Content Publishing

## **Module 6: WordPress Security & Backup**

- Common WordPress Security Threats
- Securing WordPress with SSL, Firewalls, and Security Plugins
- Regular Backup Strategies (UpdraftPlus, VaultPress)
- Managing User Authentication & Permissions

## **Module 7: WordPress SEO & Performance Optimization**

- Understanding SEO Basics & WordPress SEO Plugins (Yoast, Rank Math)
- Optimizing Page Speed & Performance (Caching, Image Optimization)
- Using Google Analytics & Search Console
- Mobile Optimization & Responsive Design

## **Module 8: WordPress E-Commerce (WooCommerce)**

- Setting Up WooCommerce & Product Management
- Payment Gateway Integration
- Customizing Checkout & Cart Pages
- Managing Orders, Coupons, and Taxes

## **Module 9: WordPress Customization with Code**

- Introduction to WordPress Hooks: Actions & Filters
- Customizing Themes with CSS & JavaScript
- Editing Functions.php & Creating Custom Post Types
- Working with the WordPress REST API

## **Module 10: Membership & LMS Websites**

- Creating Membership Sites with Membership Plugins
- Restricting Content & User Registration
- Setting Up Learning Management Systems (LMS)
- Integrating Online Courses with WordPress

## **Module 11: WordPress for Business & Freelancing**

- Building Business & Portfolio Websites
- Managing Multiple WordPress Sites (WP Multisite)

- Best Practices for WordPress Development
- Freelancing with WordPress: Pricing & Client Management

## **Module 12: Final Project & Certification**

- Hands-on Project: Building a Full WordPress Website
- Debugging & Troubleshooting Common Issues
- Preparing for WordPress Certification (if applicable)
- Launching & Maintaining WordPress Websites