WordPress Syllabus

1. Introduction to WordPress

- What is WordPress? Overview and history
- Understanding CMS (Content Management System) and WordPress's role
- WordPress.org vs. WordPress.com (differences, advantages, and disadvantages)
- The WordPress ecosystem: themes, plugins, community, and resources
- Installing WordPress (manual installation and one-click install)

2. Setting Up a WordPress Website

- Choosing a domain and web hosting for WordPress
- WordPress installation process (cPanel, Softaculous, manual installation)
- Basic WordPress setup and configuration
- Overview of the WordPress Dashboard
- Configuring general settings (site title, tagline, URL, time zone, etc.)
- Permalink settings and custom URL structures

3. WordPress Themes and Design

- Understanding WordPress themes and how they work
- Exploring free vs. premium themes
- Installing and activating themes
- Customizing themes through the WordPress Customizer
- Theme options and settings overview
- Page builders (Elementor, Beaver Builder, Divi, WPBakery) and their uses
- Creating a child theme for customization
- Tips for selecting an SEO-friendly and mobile-responsive theme

4. WordPress Plugins

- What are plugins? Introduction to WordPress plugins
- Searching, installing, and activating plugins
- Recommended plugins for performance, SEO, security, and functionality
- Managing plugins: updates, activation, and deactivation
- Understanding plugin compatibility and potential conflicts
- Creating custom functionality with plugins
- Must-have plugins for beginners

5. Content Management in WordPress

- Difference between posts and pages
- Creating, editing, and publishing posts and pages
- Formatting content with the block editor (Gutenberg)
- Working with categories and tags for organization
- Adding and formatting media: images, videos, audio files
- Embedding content (videos, social media posts, etc.)
- Creating menus and custom navigation
- Managing comments and enabling/disabling discussion

6. WordPress Page Builders and the Gutenberg Editor

- Introduction to the Gutenberg block editor
- Understanding blocks and block-based content creation
- Creating custom layouts with Gutenberg
- Overview of popular page builders (Elementor, Divi, WPBakery)
- Customizing pages and posts with drag-and-drop builders
- Using widgets and custom widgets for additional functionality
- Understanding and using shortcodes

7. Customizing WordPress with Code

- Introduction to HTML, CSS, and basic PHP for WordPress
- Editing theme files and using the Theme Editor
- Adding custom CSS through the WordPress Customizer
- Understanding WordPress template hierarchy
- Basic PHP functions for WordPress customization
- Creating custom page templates
- Adding custom functions via the functions.php file
- Using hooks and filters to modify WordPress behavior

8. SEO for WordPress

- Introduction to WordPress SEO
- Installing and configuring SEO plugins (Yoast SEO, Rank Math)
- Optimizing title tags, meta descriptions, and URL structure
- Image optimization for SEO (alt tags, compression)
- Internal linking strategies in WordPress
- Using XML sitemaps for indexing
- Creating SEO-friendly content in WordPress
- Tracking SEO performance with Google Analytics and Search Console

9. WordPress Security

- Importance of security in WordPress
- Understanding common security risks (brute force attacks, malware)
- Installing security plugins (Wordfence, Sucuri, iThemes Security)

- Setting up a backup system (UpdraftPlus, Duplicator)
- Configuring two-factor authentication for WordPress login
- Disabling file editing and securing wp-config.php
- Best practices for secure passwords and user management
- Regular updates for WordPress core, themes, and plugins

10. Performance Optimization for WordPress

- Importance of website speed and performance
- Installing and configuring caching plugins (W3 Total Cache, WP Super Cache)
- Image optimization plugins (Smush, ShortPixel)
- Reducing HTTP requests and minifying CSS/JavaScript
- Lazy loading images and videos
- Optimizing the database for performance
- Content Delivery Network (CDN) setup (Cloudflare, StackPath)
- Testing website speed with GTmetrix and Google PageSpeed Insights

11. E-commerce with WordPress (WooCommerce)

- Introduction to WooCommerce and e-commerce basics
- Installing and configuring WooCommerce
- Setting up products, categories, and tags
- Managing product types (simple, variable, grouped, etc.)
- Configuring payment gateways (PayPal, Stripe, etc.)
- Managing shipping options and taxes
- Customizing the WooCommerce store and product pages
- Managing orders, inventory, and customer accounts
- Integrating WooCommerce with email marketing and analytics

12. Custom Post Types and Taxonomies

- Understanding custom post types and their importance
- Creating custom post types with plugins or code
- Custom taxonomies and categorization
- Using Advanced Custom Fields (ACF) for custom content
- Displaying custom post types and taxonomies on the front end

13. WordPress Multisite

- Introduction to WordPress Multisite
- Setting up and configuring Multisite
- Adding new sites and managing a network of sites
- Differences between Subdomains and Subdirectories
- Managing users, themes, and plugins in Multisite
- Pros and cons of using Multisite

14. WordPress REST API and Headless CMS

- Introduction to the WordPress REST API
- Using the REST API for custom development
- Authentication with REST API (OAuth, API keys)
- Fetching data and posting content via REST API
- Headless CMS concepts with WordPress
- Integrating WordPress with other platforms using REST API

15. WordPress Analytics and Tracking

- Setting up Google Analytics on WordPress
- Using Google Tag Manager for advanced tracking
- Tracking conversions, goals, and events
- Integrating Facebook Pixel and other third-party tracking
- Understanding traffic sources and user behavior
- Using analytics data to make informed content and design decisions

16. Managing and Maintaining WordPress Websites

- Importance of regular maintenance for WordPress sites
- Scheduling backups and creating restore points
- Updating WordPress core, themes, and plugins
- Fixing common WordPress errors and debugging
- Staging environments and testing changes before going live
- Optimizing the database and removing unused plugins/themes
- User roles and permissions management
- Best practices for maintaining website security and performance

17. Migrating and Exporting WordPress Websites

- Reasons for website migration (new hosting, new domain)
- Tools for migration (Duplicator, All-in-One WP Migration)
- Moving WordPress from local to live server
- Exporting/importing WordPress content
- Handling URL changes and avoiding downtime
- Best practices for SEO during migration

18. Case Studies and Practical Projects

- Building a blog website from scratch
- Creating a business portfolio website
- Developing an e-commerce store with WooCommerce
- Customizing a website with page builders
- Implementing advanced features (membership, forums, etc.)
- Analyzing successful WordPress websites and their techniques

Thank You