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Course Outline

From Beginner to Advanced

This course is designed to equip participants with the skills needed to become proficient WordPress developers. Through hands-on exercises, participants will learn to create, customize, and manage WordPress websites, along with understanding best practices in web development.

Introduction to WordPress

- **What is WordPress?**
  - History and evolution of WordPress
  - Overview of WordPress.com vs. WordPress.org
- **1.2 Understanding Content Management Systems (CMS)**
  - Benefits of using a CMS
  - WordPress ecosystem: themes, plugins, and community

Module 2: Setting Up Your Development Environment

- **2.1 Local Development Setup**
  - Installing XAMPP/WAMP/MAMP
  - Installing WordPress locally
- **2.2 Introduction to Hosting**

○ Choosing a hosting provider
○ Setting up a live WordPress site

Module 3: WordPress Basics

- **3.1 WordPress Dashboard Overview**
  - ○ Navigating the admin interface
  - ○ Understanding posts, pages, and media
- **3.2 Themes and Customization**
  - ○ Installing and activating themes
  - ○ Customizing themes using the Customizer

Module 4: Content Creation and Management

- **4.1 Creating and Managing Content**
  - ○ Writing and editing posts and pages
  - ○ Utilizing categories and tags
- **4.2 Media Management**
  - ○ Uploading and managing media files
  - ○ Using the WordPress media library effectively

Module 5: Introduction to Plugins

- **5.1 Understanding Plugins**
  - ○ What are plugins and how do they work?
  - ○ Installing and configuring popular plugins
- **5.2 Creating Your First Plugin**
  - ○ Basic structure of a WordPress plugin
  - ○ Writing a simple plugin with functionality

Module 6: Advanced Theme Development

- **6.1 Child Themes**
  - ○ Creating and using child themes

- ○ Benefits of child themes
- ● **6.2 Template Hierarchy and Custom Templates**
  - ○ Understanding the template hierarchy
  - ○ Creating custom page templates and layouts

Module 7: Custom Post Types and Taxonomies

- ● **7.1 Creating Custom Post Types**
  - ○ What are custom post types and when to use them?
  - ○ Registering custom post types with code
- ● **7.2 Custom Taxonomies**
  - ○ Creating and managing custom taxonomies
  - ○ Integrating custom taxonomies with custom post types

Module 8: WordPress Security Best Practices

- ● **8.1 Securing Your WordPress Site**
  - ○ Common vulnerabilities and threats
  - ○ Best practices for securing WordPress
- ● **8.2 Backup and Recovery**
  - ○ Importance of backups
  - ○ Tools and methods for backing up WordPress sites

Module 9: Performance Optimization

- ● **9.1 Speeding Up Your WordPress Site**
  - ○ Understanding website performance metrics
  - ○ Caching and optimization techniques
- ● **9.2 Image Optimization and CDN Integration**
  - ○ Best practices for image optimization
  - ○ Using Content Delivery Networks (CDNs)

   ○

Module 10: SEO Fundamentals for WordPress

- **10.1 Introduction to SEO**
  - Understanding SEO and its importance
  - Basic on-page SEO techniques
- **10.2 SEO Plugins and Tools**
  - Using Yoast SEO or Rank Math
  - Analyzing site performance with Google Analytics
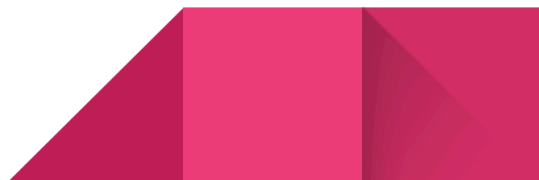
Module 11: Advanced Topics

- **11.1 WordPress REST API**
  - Introduction to REST API and its use cases
  - Creating a simple app using the REST API
- **11.2 Multisite Setup**
  - Understanding WordPress Multisite
  - Setting up and managing a Multisite network

Module 12: Project and Final Assessment

- **12.1 Capstone Project**
  - Participants will create a fully functional WordPress site
  - Incorporating themes, plugins, and custom functionality
- **12.2 Presentation and Feedback**
  - Presenting projects to peers and trainers
  - Receiving constructive feedback and suggestions

Conclusion and Next Steps

- **Future Learning Opportunities**
  - Resources for continued learning
  - Community involvement and contribution to WordPress

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Target Audience

- Aspiring web developers
- Small business owners looking to manage their own website
- Marketing professionals wanting to leverage WordPress for digital strategies

Delivery Format

- In-person workshops
- Online webinars
- Hybrid sessions with recorded content and live Q&A

Assessment Methods

- Quizzes at the end of each module
- Practical assignments and projects
- Final capstone project evaluation

Required Materials

- Laptop with internet access
- Text editor (e.g., VS Code)
- Basic understanding of HTML/CSS (recommended but not mandatory)