

WordPress Crash Course

This one-month WordPress training class provides an introduction to WordPress and covers installing, administering, and designing a WordPress site. The class focus is on efficiently and effectively using WordPress as a content management system for your website. In this WordPress training, we will cover the core functionality of WordPress, how to leverage the power of additional plugins, how to customize and create your own WordPress website, and how to earn through it.

WordPress Course Outline

Introduction:

- About me: Who am I and why am I here?
- Prerequisites: What do you need for this course?
- What are some of the expected learnings of this course?
- About WordPress and what is it really?
- What is a Content Management System (CMS)?
- WordPress.com vs WordPress.org
- 3 essential elements to build a website

Domain & Hosting:

- What is a domain name?
- What is Web Hosting?
- How to buy domain and hosting?

WordPress Installation:

- Downloading Local by Flywheel
- Setting up Local by Flywheel
- Installing WordPress on Local
- Logging into WordPress
- Tour of the WordPress Dashboard

Exploring WP Dashboard:

- What are WordPress Themes?
- Changing the appearance of your WordPress site with Themes
- What are WordPress Plugins?
- WordPress Plugins: How to use them?

- Introduction to WordPress settings area

Adding Content in WP:

- Using the Text Editor
- Posts vs Pages
- Creating & Managing Posts
- Creating & Managing Pages
- Adding Image to Posts and Pages
- Adding audio or video to Posts and Pages
- What are Categories and Tags?
- Adding categories and tags within your posts
- How to edit/delete comments?

Understanding some WP Basics:

- What is Menu?
- How to add/delete a menu item?
- How to manage Menu Locations?
- What are Users?
- How to add/remove a user?
- User Roles

Customizing Website Appearance:

- How to upload a logo?
- What is a Favicon and how to upload it?
- Customizing the footer
- Customizing the sidebar

Creating your first website:

- How to create a simple blogging site?
- How to upload a blog?

Page Builders:

- What are Page Builders?
- Why you should use Elementor page builder?
- Elementor Free Vs. Elementor Paid Version

Understanding Elementor:

- Prepare WordPress with Elementor

- Understanding Elementor layouts and structure
- Setting colours and fonts with Elementor

Creating a site using Elementor:

- Build a site using Elementor
- How to create a Home Page?
- How to create an About Us page?
- How to create a Contact Us page?

Working of some important Plugins:

- Yoast SEO: For ranking your site in Google
- Google Analytics: To track visitors and hits
- UpdraftPlus: For creating automated backups using and site migration
- WordFence: For protecting your site against hackers
- WP Fastest Cache: For making your site load faster
- WPForms: For creating a contact form
- All-in-One WP Migration: For Importing and Exporting of WordPress Website

Buying Domain/Hosting:

- How to register and buy a domain name?
- What to consider when choosing the right hosting plan for your needs?
- How to purchase a web hosting account?
- How to point/link a domain name to a website?

Working with cPanel:

- How to access your cPanel Account?
- What are cPanel Statistics?
- How to set up work emails?
- Syncing emails with your email provider (e.g., Gmail, Outlook, Live, Yahoo)
- How to install WordPress in cPanel?
- Assessing File Manager (Managing your website files)

WooCommerce:

- What is WooCommerce and why we use it?
- Installing WooCommerce
- WooCommerce - Exploring Features/Settings
- Creating a product
- What are Product Categories?

- Creating Product Categories
- What are Product Attributes?
- Simple Product vs Variable Product
- Applying attributes to variable product
- Checkout and payment gateways

Earning through WordPress:

- How to earn money using WordPress?
- How to use Freelance Marketplaces for earning through WordPress
- How to earn through ads?
- How to build up your customers?

Conclusion:

- Recap: What have you learned so far about WordPress?
- Your views about this course

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