



AIDIGITALCOACHVIDYA.COM

WordPress Website Designing and Development Syllabus

Module 1: Introduction to WordPress

- Understanding Content Management Systems (CMS)
- Overview of WordPress and its ecosystem
- Differences between WordPress.com and WordPress.org
- Setting up a local development environment (e.g., using XAMPP or MAMP)

Module 2: Installing and Configuring WordPress

- Manual installation of WordPress on a local server
- Exploring the WordPress dashboard and settings
- Configuring general settings, permalinks, and user profiles

Module 3: Content Creation and Management

- Creating and managing posts and pages
- Understanding categories, tags, and taxonomies
- Managing media files and the media library
- Implementing menus and navigation structures [Udemy](#)

Module 4: Themes and Customization

- Exploring free and premium themes
- Installing and activating themes
- Customizing themes using the WordPress Customizer
- Introduction to child themes and their creation

Module 5: Plugins and Functionality Enhancement

- Understanding the role of plugins in WordPress

- Installing and configuring essential plugins (e.g., SEO, security, caching)
- Best practices for plugin management and updates

Module 6: Designing with Page Builders

- Introduction to popular page builders (e.g., Elementor, Divi)
- Creating custom layouts and designs without coding
- Implementing responsive design principles

Module 7: E-commerce Integration

- Setting up an online store using WooCommerce
- Managing products, categories, and attributes
- Configuring payment gateways and shipping options
- Handling orders, customers, and reports

Module 8: SEO and Performance Optimization

- Implementing on-page SEO best practices
- Using SEO plugins to enhance visibility
- Optimizing website speed and performance
- Understanding and utilizing caching mechanisms

Module 9: Security and Maintenance

- Implementing security best practices
- Regular backups and restoration processes
- Updating WordPress core, themes, and plugins [Make WordPress](#)
- Monitoring website uptime and performance

Module 10: Advanced Customization and Development

- Introduction to HTML, CSS, and PHP in WordPress
- Creating custom post types and taxonomies
- Developing custom themes and templates
- Understanding WordPress hooks: actions and filters

Module 11: WordPress REST API and Headless CMS

- Overview of REST API in WordPress [Make WordPress](#)
- Fetching and manipulating data using REST endpoints
- Introduction to headless WordPress and its applications

Module 12: Project Work and Deployment

- Planning and executing a WordPress project from scratch
- Migrating a local WordPress site to a live server
- Testing and debugging common issues
- Launching and maintaining the live website

Prerequisites:

- Basic computer literacy [UniversalClass.com+4Noble Desktop+4Make WordPress+4](#)
- Familiarity with web browsing and internet usage
- No prior coding experience required (for beginner modules)

Tools and Resources:

- Local server environments (e.g., XAMPP, MAMP)
- Text editors (e.g., VS Code, Sublime Text)
- Web browsers with developer tools
- Access to WordPress.org resources and documentation

This syllabus is designed to provide learners with a holistic understanding of WordPress, equipping them with the skills to design, develop, and manage professional websites. Whether you're aiming to build personal blogs, business sites, or e-commerce platforms, this course offers the foundational and advanced knowledge required.