

# WORDPRESS MASTERY

## WEEKEND CLASSES

6:00 PM - 07:00 PM

- WORDPRESS BASIC TO ADVANCE
- ECOMMERCE AUTOMATION
- FREELANCING
- BUILD YOUR SELF AS A BRAND

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# LEARNING OUTCOMES

- UNDERSTAND THE FUNDAMENTALS OF WORDPRESS AND THE STRUCTURE OF A WEBSITE.
- GAIN PRACTICAL KNOWLEDGE OF DOMAIN REGISTRATION, WEB HOSTING, AND THE BASICS OF SEARCH ENGINE OPTIMIZATION (SEO).
- NAVIGATE THE WORDPRESS DASHBOARD WITH EASE AND IMPLEMENT USER-FRIENDLY UI/UX PRACTICES.
- CUSTOMIZE AND ENHANCE WORDPRESS FUNCTIONALITY THROUGH PLUGINS AND THEMES.
- COMPLETE WEBSITE AUTOMATION
- DEVELOP AESTHETICALLY PLEASING WORDPRESS WEBSITES USING DESIGN PRINCIPLES AND PRACTICAL HANDS-ON PROJECTS.
- OPTIMIZE WEBSITE PERFORMANCE, SPEED, AND USER EXPERIENCE FOR OPTIMAL FUNCTIONALITY.
- IMPLEMENT SECURITY MEASURES AND LEARN MAINTENANCE TECHNIQUES TO ENSURE THE STABILITY AND SAFETY OF WORDPRESS WEBSITES.
- BUILD AND CUSTOMIZE AN E-COMMERCE STORE USING PRACTICAL APPLICATIONS AND REAL-WORLD SCENARIOS.
- EXPLORE ADVANCED DEVELOPMENT TECHNIQUES, EXPANDING SKILLS IN WORDPRESS CUSTOMIZATION AND FUNCTIONALITY.
- IMPLEMENT STRATEGIES TO OPTIMIZE THE PERFORMANCE OF WORDPRESS WEBSITES FOR EFFICIENCY AND SPEED.
- LEARN FREELANCING BASICS, WITH A FOCUS ON PLATFORMS LIKE FIVERR AND LINKEDIN FOR PROFESSIONAL GROWTH.
- UNDERSTAND WEBSITE MARKETING STRATEGIES TO ENHANCE ONLINE VISIBILITY AND ENGAGEMENT.
- DEVELOP AND SHOWCASE AN EXPANDED PORTFOLIO REFLECTING ACQUIRED SKILLS AND COMPLETED PROJECTS.

# A QUICK COURSE OUTLINE: WORDPRESS DEVELOPMENT

## **MODULE 1:**

INTRODUCTION TO WORDPRESS AND WEBSITE STRUCTURE

## **MODULE 2:**

DOMAIN, HOSTING AND SEO BASICS (PRACTICAL)

## **MODULE 3:**

WORDPRESS BASICS AND UI,UX (PRACTICAL)

## **MODULE 4:**

WORDPRESS PLUGINS AND THEMES CUSTOMIZATION AND FUNCTIONALITY (PRACTICAL)

## **MODULE 5:**

WORDPRESS WEBSITE DESIGNING (PRACTICAL)

## **MODULE 6:**

WEBSITE OPTIMIZATION (PRACTICAL)

## **MODULE 7:**

WORDPRESS SECURITY AND MAINTENANCE

## **MODULE 8:**

ECOMMERCE STORE STRUCTURE AND DEVELOPMENT. (PRACTICAL)

## **MODULE 9:**

ADVANCED WORDPRESS DEVELOPMENT TECHNIQUES (PRACTICAL)

## **MODULE 10:**

WORDPRESS PERFORMANCE OPTIMIZATION AND AUTOMATION

## **MODULE 12:**

BONUS FREELANCING (FIVERR, LINKEDIN)

## **MODULE 13:**

BONUS WEBSITE MARKETING

## **MODULE 16:**

PORTFOLIO GROWTH.