

WordPress Development Training

Awarding Institution Selecta Training

Training Institution Selecta Training

Course Code WP-01

Course Language English

Notes This training program aims to provide and enhance the best WordPress development training to the young minds in Pakistan.

Program Awards

Title	Type	Description
WordPress Development Certificate	Vocational	WordPress Developer

Learning Outcome

- How to install WordPress and how to change your settings
- The distinction between posts and pages, as well as information on how to create and update posts
- altering and uploading media
- adding categories and connections
- WordPress page creation Adding and deleting commenting options
- Managing your page's appearance
- Writing, reading, conversation, privacy settings, and media settings

Entry Requirements

Anyone who is willing to launch his/her professional career as a WordPress Developer. You don't need any specific academic or professional background. However, the candidate must be at least 16 years old and must understand the basics of technical computer knowledge.



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Course Overview

Introduction

- Main Components of a Website
- Introduction to Content Management System (CMS)
- Types of CMS---Open Source & Closed Source
- Difference Between WordPress org. & WordPress.com

Domain & Hosting

- Domain name registrars to use
- How to purchase a domain
- Recommendations for web hosts
- Choosing the right hosting plan
- How to buy a hosting account for a website → How to direct a domain name or connect it to a website

Navigating cPanel (Your Web Hosting Account)

- Setting up your email for business
- Email synchronization with your email provider
- Evaluation of File Manager
- Managing your website files
- Installation of WordPress
- Accessing WordPress

WordPress Themes

- Modern Web Design Trends
- Choosing WordPress themes
- Theme Installation

Settings

- General
- Writing
- Reading
- Discussion
- Media



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- Permalinks
- Managing users

Plugins

- Plugin Installation
- The TinyMce Advanced Plugin Installation

Adding Site Content

- Preparing the architecture of your website
- Making websites
- Adding a subpage
- Establishing your primary navigation menu
- Using the Visual Editor and Text Editor to Add Content
- Including pictures on your page
- Establishing links
- Putting your page online
- Developing posts
- Creating a blog

Contact Form Creation

- Design of a contact form
- Incorporating a contact form

Landing Page Creation

- The full-width page setting
- Beaver Builder landing page creation → How to design compelling landing pages

Customizing Website Appearance

- Steps for adding a logo
- Individualizing the sidebar
- Individualizing the footer
- Using code to alter your website



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Making Your Site Search-Engine-Friendly

- Setting up WordPress SEO
- Variables for on-page SEO rankings
- Maintaining the speed and loading time of your website.

Integrating ECommerce into Your WordPress Site

- Woocommerce installation
- End-Product Generation → Gateways for payments and checkout

Website Backup and Maintenance

- Updating your WordPress installation, plugins, and themes
- Using Duplicator to backup your website
- Changing the domain or host of your website
- Keeping your website updated and safe



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