

Ecommerce store via Wordpress

Introduction

This WordPress web design and development course offers comprehensive learning, covering installation, front-end development (HTML, CSS, JavaScript), back-end (PHP, database management), theme customization, security, and SEO. Practical projects ensure hands-on experience, empowering graduates to create professional WordPress websites and pursue rewarding careers as developers or freelancers. Expert instructors provide personalized guidance, making this course an essential journey to unlock the full potential of WordPress web solutions.

REQUIREMENTS:

- 18 years and above
- Basic knowledge and interest in entrepreneurship, start-ups and marketing
- Familiar with basic IT Skills

CURRICULUM:

Sr. No.	Contents
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1	Introduction • Intro to Web • Evolution of Web • Structure of a web page • Html -> Html5 intro • Css -> Css3 intro
2	Introduction to CMS • Intro to CMS • Types of CMS • Why Wordpress? • Wordpress plugins • Wordpress themes
3	WP Installation • What is E-Commerce • Evolution of E-Commerce • Wordpress and E-commerce • Wordpress Installation • Intro to localhost WAMP • What is a database?
4	Domain vs localhost • Domain/Hosting/localhost • Wamp/xampp connection • What is woo commerce • Components of woo commerce
5	Products • Add Products on woo-commerce • Add Categories • Word Press Menus

6	WP SEO • Intro to Wordpress SEO • Types of SEO (YOAST SEO) • On Page Off page • Back linking
7	WP SECURITY • What are SSL certificates? • Wordpress plugins • Wordpress 2FA • Ladings page
8	WP Components • Wordpress Menus • WP Sliders • WP Images • WP forms
9	Pages • Posts • Contact us page • Widgets • Privacy Policy • Add users to a wordpress page
10	WP Databases • Intro to databases • Importance of databases • Importance of CSS in wordpress • Intro to customizing a theme

11	WP Performance • Performance Optimization • Implementing Security
12	WP Practices • Best Practices of wordpress maintenance • Troubleshooting • Wordpress Multi-sites

Outcomes:

- **Proficient in Front-End Web Development:** Upon completing the web designing and web development course, students will be proficient in front-end web technologies. They will be able to create visually appealing and interactive websites that are user-friendly and responsive across different devices.
- **Full-Stack Web Development Skills:** The course will equip students with full-stack web development skills, enabling them to work on both front-end and back-end aspects of web applications.
- **Portfolio-Ready Projects:** Throughout the course, students will work on real-world web design and development projects. By the end, they will have a portfolio of completed projects that showcase their abilities to potential employers or clients, increasing their chances of landing rewarding job opportunities or freelance work in the web development industry.

BENEFITS:

- **Lucrative Career Opportunities:** Web designing and web development skills are in high demand, leading to a wealth of career opportunities

- **Creativity and Expression:** Web designing allows individuals to unleash their creativity and artistic flair by creating visually appealing and aesthetically pleasing websites.
- **Impactful Online Presence:** Web designing and development enable the creation of engaging, user-friendly websites that attract visitors, enhance brand image, and drive business growth.
- **Continuous Learning and Innovation:** Engaging in web designing and development fosters a culture of continuous learning, as professionals must stay updated with the latest tools, frameworks, and techniques to deliver cutting-edge and innovative solutions for clients or businesses.

Affiliation & Collaborations

