

Basic WordPress & Blogging Course

COURSE DETAILS

Visit Our Website

www.gemsinstitute.com





Overview

Gems Institute of Technology, a well-known global institute for digital change, offers a special chance to boost business sales and earnings. By thinking a lot and asking tough questions, the institute created a course curriculum based on strategy modules. This program encourage professionals to think in new ways and on their own, giving them the tools to lead digital change in their companies.

We have 12+ year of experience in Digital Marketing. We offers an environment where people can grow and achieve because of its capable leaders and well-defined strategy. Gems Institute of Technology has recently helped businesses enhance their sales and earnings potential by taking a creative approach to digital change.

Yagnesh Darji

CEO of Gems Institute of Technology



Module 1: Introduction to WordPress

What is WordPress?

- Overview of WordPress and its features
- Differences between WordPress.com and WordPress.org

Setting Up Your Environment

- Choosing a hosting provider
- Registering a domain name
- Installing WordPress

Module 2: WordPress Dashboard and Settings

Navigating the Dashboard

- General settings configuration
- Permalink settings

User Management

- Creating and managing users
- Understanding user roles and permissions



Module 3: Themes and Customization

Installing Themes

- Finding and installing themes
- Customizing themes using the WordPress Customizer

Child Themes

- Creating and customizing child themes

Module 4: Building Pages and Posts

Creating Pages

- Using the Gutenberg Block Editor
- Common page elements: headers, footers, sidebars

Creating Posts

- Writing and formatting blog posts
- Organizing content with categories and tags

Module 5: Plugins and Functionality

Essential Plugins

- Installing and activating plugins
- Must-have plugins for security, SEO, and performance

Custom Plugins

- Introduction to plugin development
- Creating basic plugins

Module 6: Customizing Appearance

Widgets and Menus

- Adding and configuring widgets
- Creating and managing menus

Advanced Customization

- Custom CSS
- Customizing theme files

Module 7: SEO and Performance

SEO Basics

- Using SEO plugins like Yoast SEO
- On-page SEO techniques

Performance Optimization

- Caching plugins
- Image optimization

Module 8: E-commerce with WordPress

Introduction to WooCommerce

- Installing and setting up WooCommerce
- Adding products and configuring payment gateways

Customizing Your Store

- Customizing WooCommerce themes
- Managing orders and inventory

Module 9: Security and Maintenance

Security Best Practices

- Keeping WordPress updated
- Using security plugins

Backup and Restore

- Setting up regular backups
- Restoring your site from a backup

Module 10: Advanced Topics

Custom Post Types and Taxonomies

- Creating and using custom post types and taxonomies

WordPress Multisite

- Setting up and managing a WordPress Multisite network



Module 11: Launching Your Site

Pre-launch Checklist

- Testing site functionality and compatibility
- Ensuring mobile responsiveness

Going Live

- Pointing your domain to your WordPress site
- Monitoring site performance post-launch

Module 12: Ongoing Learning and Resources

Staying Updated

- Following WordPress blogs and forums
- Attending WordPress events

Resources

- Recommended tools and services
- Further reading and advanced courses

Who Can Do This Course?

- Diploma Students
- 12th Pass Students
- First Year College Students

Certificate :

- Gems Institute of Technology Basic Wordpress & Blogging Certificate.
- Gems Institute of Technology Basic Wordpress & Blogging Internship.

WordPress & Blogging Course Fees: ₹ 7,999

Course Duration: 45 Days



Thank You

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