

D-Academy

**HM Plaza Muree Road,
Rehmanabad Rawalpindi**

Instructor: Ms.Tehmina Ejaz

Course Name	WordPress
Medium of Instruction	English
Authorization	HEC (Higher Education Commission)
Institution	D-Academy & AGSA Consultancy

WordPress Course: An Overview

WordPress is the most popular Content Management System (CMS) used for building websites, blogs, and e-commerce stores. This course provides hands-on training to help students master WordPress, from basic setup to advanced customization. Students will learn how to create, manage, and optimize websites efficiently.

Course Objectives

- i. To provide in-depth knowledge of WordPress CMS and its functionalities.
- ii. To develop skills in theme customization, plugin development, and website management.
- iii. To enable students to build responsive and SEO-friendly websites.
- iv. To integrate essential web development practices for performance optimization and security.
- v. To equip learners with e-commerce website-building skills using WooCommerce.

Learning Outcomes

- i. Students will be able to install and configure WordPress on a local or live server.
- ii. They will create and manage posts, pages, and media files.
- iii. Students will customize WordPress themes and develop child themes.
- iv. They will install, configure, and develop WordPress plugins.
- v. Learners will optimize website performance, enhance security, and implement SEO best practices.
- vi. They will design and launch a functional e-commerce store using WooCommerce.

Target Audience

The course is designed for:

- Beginners who aim to embark on a journey in web development.
- Business owners want to create or manage their websites.
- Freelancers are aiming to provide WordPress services.
- Developers are looking to enhance their WordPress skills.

Teaching and Learning Methodologies

- Lectures with hands-on demonstrations.
- Practical assignments and projects.
- Quizzes and group discussions.
- Case studies and real-world applications.
- Audio/visual aids and interactive learning.

Requirements

- Basic computer literacy.
- Familiarity with the internet and website browsing.
- No prior coding experience is required.

Grading Breakdown

Assessment Instrument	Percentage
Quizzes	15%
Assignments	20%
Midterm Project	30%
Final Project	35%

Sections and Topics of WordPress Course

Sno.	Section	Topics Covered	Duration	Learning Outcomes
1	Course Introduction & WordPress Overview	- Introduction to WordPress - Understanding CMS - WordPress.com vs. WordPress.org - Installing WordPress (Local & Live Server)	2 hrs	Understand WordPress basics and installation methods.
2	WordPress Dashboard & Settings	- Navigating the Dashboard - General Settings & Configuration - User Roles & Permissions	2 hrs	Manage WordPress settings and users efficiently.
3	Content Creation & Management	- Creating & Managing Posts - Categories & Tags - Creating Pages & Menus - Using Media Library	3 hrs	Create and manage blog posts, pages, and menus.
4	Themes & Customization	- Installing & Activating Themes - Customizing Themes Using Customizer - Creating a Child Theme - Editing Theme Files (HTML, CSS, PHP)	4 hrs	Customize themes and create a child theme.
5	Plugins & Widgets	- Installing & Configuring Plugins - Essential Plugins for SEO, Security, and	3 hrs	Use plugins and widgets effectively.

		Performance - Creating Custom Widgets		
6	Website Performance & Security	- Website Speed Optimization - Caching & Image Optimization - Security Best Practices - Backup & Restore Procedures	3 hrs	Optimize website performance and security.
7	SEO & Digital Marketing Integration	- SEO Basics for WordPress - Using Yoast SEO Plugin - Integrating Google Analytics - Social Media Sharing & Marketing	3 hrs	Improve website SEO and integrate marketing tools.
8	E-commerce with WooCommerce	- Introduction to WooCommerce - Setting Up an Online Store - Adding & Managing Products - Payment Gateways & Shipping Methods	4 hrs	Build and manage an e-commerce store.
9	Advanced WordPress Customization	- Creating Custom Post Types & Taxonomies - Using Page Builders (Elementor, WPBakery) - Customizing WordPress with PHP & JavaScript	4 hrs	Extend WordPress functionality using coding techniques.
10	Final Project & Deployment	- Creating a Fully Functional WordPress Website - Testing & Debugging - Migrating WordPress to a Live Server	5 hrs	Develop and deploy a WordPress website.

Final Review & Last-Minute Tips

- Final review of key concepts.
- Best practices for managing WordPress websites.
- Q&A session for students.

Summary of WordPress Course

The course provides a comprehensive guide to WordPress, covering everything from installation to advanced customization. It enables students to create and manage websites efficiently while equipping them with essential SEO and security practices. The final project ensures hands-on experience in building a professional website.

Final Project Submission:

Students are required to submit a fully functional WordPress website demonstrating the concepts learned throughout the course.

Certification:

Upon completing the classes, students will receive a certificate of completion from D-Academy.

This Syllabus is systematically drafter by ms. Tehmina Ejaz (Director D-Academy) considering the curriculum and syllabus requirements of the particular course.

***Note:** The necessary changes in the syllabus can be done effectively if required.*