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DIGITAL MARKETING TRAINING INSTITUTE™

ADVANCE WORDPRESS DIPLOMA



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- **90% Practical's - Work on Live Projects & Websites**
- **Create Ecommerce Websites & Payment Gateways**
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<p>MODULE 1</p> <p><u>WHAT IS WORDPRESS?</u></p> <ul style="list-style-type: none"> - Basics & Fundamentals of WordPress. - Difference between cloud hosting and self-hosting <p><u>WordPress Websites vs. Blogs</u></p> <ul style="list-style-type: none"> - Creating a WordPress blog within an existing website - Post vs. pages - WordPress themes - WordPress plug-ins - WordPress widgets - Domain names and website hosting - Choosing a domain name - Setting up a domain name URL - Setting up website hosting & email 	<p>MODULE 2</p> <p><u>WORDPRESS THEMES</u></p> <ul style="list-style-type: none"> - Free or premium themes? - Responsive themes - How to find a WordPress theme - Installing and activating a WordPress theme - Exploring theme options - Setting a custom background - Setting custom header images <p><u>WORDPRESS MENU</u></p> <ul style="list-style-type: none"> - Setting up and customizing a menu system
<p>MODULE 3</p> <p><u>INSTALLING WORDPRESS</u></p> <ul style="list-style-type: none"> - Installing WordPress using the C-Panel - Manual Installation of WordPress - A first look at WordPress - Logging in to the WordPress Admin area - Using the WordPress Dashboard - A quick tour of the WordPress admin options - Previewing your website 	<p>MODULE 4</p> <p><u>PLUGINS</u></p> <ul style="list-style-type: none"> - Installing plug-ins - Ten recommended plug-ins for WordPress websites - SEO Plugins / - Must have SEO plugin - Slider Plugins / - Sliders for pages, posts and pictures - Installing a slider plugin - Customising sliders / - Contact Form Plugins - Using Form plugins - Anti-spam measures (Using Captcha) - Calender Plugins - Using & configuring calendar plugins
<p>MODULE 5</p> <p><u>CREATING PAGES</u></p> <ul style="list-style-type: none"> - Creating a new page - Entering a page title and body text - Showing the Kitchen Sink - Using the WordPress toolbar - Using the More button - Working in Full Screen - Spell checking within WordPress - Pasting from Word - Formatting text - Using Headers - Removing formatting - Inserting custom characters and symbols - Previewing your page - Draft vs. publishing - Editing exiting pages - Deleting pages 	<p>MODULE 6</p> <p><u>BACKUP PLUGINS</u></p> <ul style="list-style-type: none"> - Backing up your WordPress data - WordPress & Google Maps - Embedding a Google map into a WordPress page or post - Embedding a Google map into the WordPress sidebar - Featured images, posts and pages - Using featured images - Using featured posts - Using features pages - Social Media integration - Integrating with Facebook, YouTube & Twitter - Updating WordPress, Themes & Plugins - Updating WordPress - Update a WordPress Plugin - Updating a WordPress Theme - Customising your basic WordPress installation options - Basic WordPress settings - Editing your profile - Configuring site settings - Setting your email address - Creating user-friendly permalinks

<p>MODULE 7</p> <p><u>WORKING WITH PAGE HTML</u></p> <ul style="list-style-type: none"> - Using Block Quotes - Indenting - Help - Keyboard shortcuts - Advanced Page options - Creating a static front page <p><u>IMAGES & WORDPRESS</u></p> <ul style="list-style-type: none"> - Uploading images - The Image Library - Deleting images from the Image Library - Inserting images into a page or post - Customising images - Resizing images - Alternative Text - Captions - Deleting images - Featured images 	<p>MODULE 8</p> <p><u>MANAGING LINKS</u></p> <ul style="list-style-type: none"> - Adding internal text links - Adding external text links - The importance of Anchor text - Linking from images - Uploading documents - Linking to file downloads - Using Link Categories <p><u>YOUTUBE VIDEOS & WORDPRESS</u></p> <ul style="list-style-type: none"> - Simple automatic video embedding - Embedding a YouTube video into a page or post - Using YouTube plugins
<p>MODULE 9</p> <p><u>CREATING BLOG POSTS</u></p> <ul style="list-style-type: none"> - The difference between posts and pages - Creating a blog within your WordPress website <p><u>CREATING A NEW POST</u></p> <ul style="list-style-type: none"> - Text & image formatting in a post - Categories & Tags - Creating and using categories - Creating and using tags - Managing comments in WordPress - Changing comment settings - Spam protection - Managing comments <p><u>WORDPRESS WIDGETS</u></p> <ul style="list-style-type: none"> - What are widgets? - The Widget area - Using installed widgets - Installing and customising new widgets 	<p>MODULE 10</p> <p><u>WORDPRESS & SEO</u></p> <ul style="list-style-type: none"> - Understanding search engines - Creating user-friendly permalinks - Write keyword rich text in your pages and posts - Using image Alt Tags - Using an effective HTML title - Using an effective HTML description - Using keyword rich headers - SEO Plugins - Settings: Permalinks, privacy, comments etc. - Sitemaps
<p>MODULE 11</p> <p><u>Creating ECOMMERCE SHOPPING CART WITH PAYMENT GATEWAY</u></p> <ul style="list-style-type: none"> - Woo Commerce Setup Pages / - Woo Commerce Configuration & Setting / - Creating Products - Product Image, Product Description, Publish Product - Inserting custom characters and symbols - Draft vs. publishing - Editing exiting pages /- Deleting pages - Assigning Admin options / - Currency Options & Positions - Setting up Checkout Pages 	<p>MODULE 12</p> <p><u>- PAYUMONEY WOOCOMMERCE INTEGRATION</u></p> <p><u>Speeding up your Wordpress</u></p> <ul style="list-style-type: none"> - Speed Test Tools - Pagespeed Insights - Image Optimization - Optimizing Homepage - Gzip- Compression - Browser Caching - W3Total Cache