Course Description:

This course provides a comprehensive introduction to WordPress, covering everything from setting up a WordPress site to managing different plugins and themes. By the end of the course, participants will have the skills to build and manage professional WordPress websites.

Course Objectives:

- Understand the basics of WordPress and its architecture
- Install and configure WordPress
- Customize themes and plugins
- Manage most used website builders
- Create a fully functioning website

Course Outline:

Session 1: Introduction to WordPress

- **Overview of WordPress**
  - What is WordPress?
  - Different WordPress uses
- **Setting Up a WordPress Site**
  - Domain and Hosting
  - Installing WordPress
- **WordPress Dashboard**
  - Navigating the Dashboard
  - Settings and Configuration

Session 2: WordPress Themes &Plugins

- **Understanding Themes**
  - What is a Theme?
- **Installing and Activating Themes**
  - Exploring the WordPress Theme Repository
  - Uploading Custom Themes
- **Customizing Themes**
  - Theme Options
- **Understanding Plugins**
  - What is a Plugin?
- **Installing and Managing Plugins**
  - Plugin Repository
  - Uploading Custom Plugins

Session 3: WordPress Builders

- **Installing Elementor**
  - Installing elementor

- o Configuring elementor main settings
- **Elementor Interface**
  - o Understanding elementor interface and main components
  - o Components settings and understanding motion effects
- **Responsive Design**
  - o Understanding responsive concept
  - o Creating responsive designs
- Be Builder
  - o Understanding Be Builder interface and main components

Session 4: E-commerce Essentials

- **Installing Woo-commerce**
  - o Installing and configuring Woo-commerce
  - o Woo-commerce main setting
- **Woo-commerce Structure**
  - o Understanding woo-commerce structure
  - o Creating categories and adding products
- **Multi-vendor Concepts**
  - o Understanding the concepts of multi-vendor
  - o Discussing the multi-vendor case study in real life

Session 5: Further Discussion in Plugins

- **Essential Plugins**
  - o Security Plugins
  - o SEO Plugins
  - o Performance Plugins
- **Most Used Plugins**
- **Google Ads &Pixels**
  - o Understanding the importance of google ads tools
  - o Understanding the concept of pixels and its importance

Session 6: Design &Visuals

- **Utilizing Company Identity**
  - How to use company logo and brand identity in designing the website
- **Website Structure**
  - Understanding website's main pages
  - Landing page main sections
- **Analyzing Designs**
  - Understanding the main point in ready-made designs and how to translate it to WordPress
  - Developing a WordPress page based on a ready-made design

Session 7: Design Styles &Intro to Final Project

- **Design Styles**
  - Understanding design main styles and how to create them
  - How to Keep up with latest design trends
- **Final Project Presentation**
  - Develop a fully functional WordPress site
  - Present and discuss project work

Session 8: Practical Workshop and Final Project

- **Hands-on Workshop**
- **Final Project Discussion**

Final Project

For the final project, participants will be tasked with creating a fully functioning website in one of the following fields: Digital Agency, Fashion, Interior Design, Cosmetics, Furniture, Jewelry, Delivery Company, Restaurant, Architecture, or Gym/Sports Related. Each participant will be assigned a field randomly, ensuring a diverse range of projects. The project deadline will be one week from the date of announcement, giving participants time to apply the skills and knowledge they have acquired throughout the course. The project deliverables will be a fully functioning websites with integrations with mobile app (if needed) and google ads taking into account brand identity and visuals.

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