

# WordPress Syllabus for Beginners / Internship Training

🎯 **Goal:** Learn to create, design, customize, and manage WordPress websites.

📅 **Duration:** 4 to 6 Weeks

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## ☐ **Module 1: Introduction to WordPress**

- What is WordPress? History & Versions
  - WordPress.com vs WordPress.org
  - Advantages of using WordPress
  - Popular websites using WordPress
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## ✂☐ **Module 2: Installation & Setup**

- Domain & Hosting Overview
  - Installing WordPress on:
    - Localhost (XAMPP, WAMP)
    - Live Server (cPanel, Hostinger)
  - Exploring WordPress Dashboard
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## ■ **Module 3: Posts & Pages**

- Difference between Posts and Pages
- Creating, Editing, and Deleting Posts
- Using Categories and Tags
- Managing Media: Images, Videos, PDFs

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## 🔗 Module 4: Themes & Appearance

- Installing Free & Premium Themes
- Customizing Themes (Customizer, Widgets)
- Creating Menus (Header, Footer)
- Child Theme Introduction (Optional)

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## 🔗 Module 5: Plugins & Extensions

- What are Plugins?
- Installing & Activating Plugins
- Must-have Plugins:
  - Elementor
  - Yoast SEO
  - Contact Form 7
  - WPForms
  - UpdraftPlus
  - Wordfence
- Using Plugin Widgets and Shortcodes

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## 💡 Module 6: Page Builders (Elementor)

- Introduction to Elementor
- Drag and Drop Interface
- Designing Responsive Pages
- Saving Templates & Using Blocks

## 📞 **Module 7: Contact Forms & Widgets**

- Installing Contact Form 7 / WPForms
  - Creating Custom Forms
  - Using Widgets (Sidebar, Footer)
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## 🔍 **Module 8: SEO & Optimization**

- Basic SEO for WordPress
  - Installing and Configuring Yoast SEO
  - Setting Permalinks
  - Image Optimization (Smush plugin)
  - Caching Plugins (LiteSpeed / W3 Total Cache)
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## 🛒 **Module 9: WooCommerce (Optional)**

- Installing WooCommerce
  - Adding Products, Categories
  - Setting up Payments, Shipping
  - Managing Orders & Customers
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## 🛡️ **Module 10: Backup & Security**

- Backup Methods (UpdraftPlus)
- Security Basics (Wordfence)
- Updating WordPress, Themes, Plugins
- User Roles & Permissions

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## 📁 Module 11: Final Project

- Build a fully functional website:
    - Business / Portfolio / Blog / eCommerce
  - Use Elementor and Plugins
  - Apply SEO and Security Basics
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## 📁 Internship Deliverables

- Daily Activity Log
  - Mini Projects
  - Final Project Submission
  - Internship Certificate
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## 🔧📁 Module 2: Installation & Setup

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### ★ 1. Domain & Hosting Overview

✓ [What is a Domain?](#)

A **domain name** is the web address of your site (e.g., `www.yoursite.com`). It is what users type in their browser to visit your site.

✓ [What is Hosting?](#)

**Web hosting** is a service that stores your website files and makes them accessible on the internet.

### Key Terms:

- **Domain Registrar:** GoDaddy, Namecheap, etc.
  - **Hosting Providers:** Hostinger, Bluehost, SiteGround
  - **Control Panel (cPanel/hPanel):** A dashboard to manage hosting, databases, files, emails, etc.
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## 2. Installing WordPress on Localhost

Localhost allows you to run a website on your computer without buying hosting. Ideal for practice and development.

### Tools:

- **XAMPP** (Windows, Linux)
- **WAMP** (Windows only)

### Steps (XAMPP Example):

1. Download & install **XAMPP** from <https://www.apachefriends.org>
  2. Start **Apache** and **MySQL**
  3. Open `http://localhost/phpmyadmin`
  4. Create a new database (e.g., `wordpress_db`)
  5. Download WordPress from [wordpress.org](https://wordpress.org)
  6. Extract it in `C:\xampp\htdocs\wordpress`
  7. Go to `http://localhost/wordpress`
  8. Follow the setup wizard:
    - Database: `wordpress_db`
    - Username: `root`
    - Password: *(leave blank)*
  9. Complete installation and login to Dashboard
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## 3. Installing WordPress on Live Server

Used when launching a live website on the internet.

✓ *Steps (Hostinger or cPanel):*

1. **Buy Domain and Hosting**
2. **Login to your Hosting Panel (hPanel/cPanel)**
3. **Use Auto-Installer:**
  - Click on **Auto Installer > WordPress**
  - Fill in:
    - Site Name
    - Admin Username and Password
    - Domain/Subdomain
  - Click **Install**
4. **Login to Dashboard:**
  - Go to `www.yourdomain.com/wp-admin`
  - Enter your login credentials

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## ✦ 4. Exploring the WordPress Dashboard

After installation, log in to the admin panel:

URL: `yourdomain.com/wp-admin`

Example: `localhost/wordpress/wp-admin`

📄 *Dashboard Sections:*

- **Dashboard** – Site overview, quick links
- **Posts** – Add/edit blog posts
- **Media** – Manage images, videos, documents
- **Pages** – Create static pages like About, Contact
- **Comments** – Moderate user comments
- **Appearance** – Manage themes, menus, widgets
- **Plugins** – Add features like SEO, contact forms
- **Users** – Add team members, assign roles

- **Settings** – Site title, permalink, timezone, etc.
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## 💡 Summary:

Setup Type	Best For
Localhost	Practice, development, learning
Live Server	Real websites accessible by users

## 📖 Module 1: Introduction to WordPress

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### ★ 1. What is WordPress?

**WordPress** is an open-source **Content Management System (CMS)** used to build websites and blogs easily without needing to code from scratch.

- It is written in **PHP** and uses a **MySQL** or **MariaDB** database.
- It provides a user-friendly dashboard to manage content, themes, plugins, and users.
- Suitable for blogs, business websites, portfolios, eCommerce stores, news sites, etc.

✓ As of 2025, WordPress powers over **43% of all websites** on the internet.

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### ★ 2. History & Versions

Year	Version	Key Milestone
2003	0.7	First release by Matt Mullenweg & Mike Little
2004	1.2	Plugin architecture introduced
2010	3.0	Custom post types, multi-site feature
2018	5.0	Gutenberg (Block Editor) launched
2024	6.x	Modern UI, full-site editing, block themes

**Latest Version (2025):** WordPress 6.5+ with enhanced block editing and performance improvements.

### ★ 3. WordPress.com vs WordPress.org

Feature	WordPress.com	WordPress.org
Hosting	Hosted by WordPress	Self-hosted (you need to buy hosting)
Custom Themes/Plugins	Limited (premium plans only)	Full access to all themes/plugins
Control & Ownership	Limited control	Full control over the website
Free Plan	Yes (with ads and subdomain)	No (you need your own hosting/domain)
Best For	Beginners, blogs, non-tech users	Developers, businesses, freelancers

### ★ 4. Advantages of Using WordPress

- ✓ **Free & Open Source**
- ✓ **Easy to Use** (No coding needed for most tasks)
- ✓ **Thousands of Themes & Plugins**
- ✓ **SEO-Friendly**
- ✓ **Responsive Design** (Mobile-friendly)

- ✓ **Strong Community Support**
- ✓ **Scalable** – From blog to large eCommerce site
- ✓ **Multi-language & RTL Support**

## ★ 5. Popular Websites Using WordPress

Website Name	Type	URL
The Walt Disney Company Corporate Site		<a href="https://thewaltdisneycompany.com">https://thewaltdisneycompany.com</a>
TechCrunch	News & Tech Blog	<a href="https://techcrunch.com">https://techcrunch.com</a>
BBC America	Entertainment	<a href="https://www.bbcamerica.com">https://www.bbcamerica.com</a>
Sony Music	Music Portfolio	<a href="https://www.sonymusic.com">https://www.sonymusic.com</a>
Time Magazine	News Magazine	<a href="https://time.com">https://time.com</a>

✓ Even large companies trust WordPress because of its flexibility and performance.

## Module 3: Posts & Pages

### ★ 1. Difference between Posts and Pages

Feature	Posts	Pages
Purpose	For dynamic content like blogs/news	For static content like About, Contact
Time-based	Yes, sorted by date	No
Categories & Tags Supported		Not used
Comments	Enabled by default	Disabled by default

Feature	Posts	Pages
Number	Unlimited	Usually a few (About, Services, etc.)
Examples	Blog articles, news updates	About Us, Privacy Policy, Contact

 Tip: Use **Posts** for regular updates and **Pages** for permanent content.

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## ★ 2. Creating, Editing, and Deleting Posts

 *To Create a Post:*

1. Go to **Dashboard > Posts > Add New**
2. Enter the **Title** (e.g., “Top 5 SEO Tools”)
3. Add content using **Block Editor (Gutenberg)**
4. Add **Image, Category, and Tags**
5. Click **Publish**

 *To Edit a Post:*

- Go to **Dashboard > Posts > All Posts**
- Hover over a post > Click **Edit**
- Make changes > Click **Update**

 *To Delete a Post:*

- Hover over the post > Click **Trash**
  - It goes to the **Trash** folder. You can restore or delete permanently.
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## ★ 3. Using Categories and Tags

 *Categories:*

- Help group related posts together

- You can create main categories and sub-categories
- Example:
  - Digital Marketing
    - SEO
    - Social Media

✓ *Tags:*

- Describe specific details of the post
- Help in SEO and search filtering
- Example: “on-page SEO”, “Yoast plugin”, “backlinks”

🔗 *Add Categories/Tags while creating a post or from:*

- **Dashboard > Posts > Categories / Tags**
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## ★ 4. Managing Media: Images, Videos, PDFs

🔍 *Media Library:*

- Go to **Dashboard > Media > Library**
- All uploaded files are stored here:
  - Images (jpg, png, gif)
  - Videos (mp4, mov)
  - Documents (pdf, docx)

✓ *To Add Media:*

- While editing a post/page, click **Add Media**
- Upload or select from the library

✗ *To Delete Media:*

- Go to Media > Library
- Click on file > Click **Delete permanently**

💡 Pro Tip: Use optimized images to improve loading speed.

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### ✔ Summary of Module 3:

- **Posts** = Dynamic, category-based content
  - **Pages** = Static, standalone content
  - **Categories/Tags** = Organize your content
  - **Media Library** = Manage all site files in one place
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## Module 4: Themes & Appearance

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### ✦ 1. Installing Free & Premium Themes

#### ✔ Free Themes:

- Available from the official **WordPress Repository**
- Easy to install and lightweight

#### Steps:

1. Go to **Dashboard > Appearance > Themes**
2. Click **Add New**
3. Browse or search (e.g., "Astra", "OceanWP", "Twenty Twenty-One")
4. Click **Install > then Activate**

#### 💰 Premium Themes:

- Purchased from third-party sources (e.g., ThemeForest, Elegant Themes, TemplateMonster)

#### Steps:

1. Download the theme `.zip` file after purchase

2. Go to **Appearance > Themes > Add New > Upload Theme**
3. Select the .zip file and click **Install Now**
4. Click **Activate**

 Tip: Always install only from trusted sources to avoid security risks.

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## ✦ 2. Customizing Themes (Customizer & Widgets)

 *Using Customizer:*

1. Go to **Appearance > Customize**
2. Common settings include:
  - **Site Identity:** Logo, site title, tagline
  - **Colors:** Background, header, link colors
  - **Typography**
  - **Homepage Settings:** Static page or latest posts
  - **Menus:** Add/edit navigation
  - **Widgets:** Add elements to sidebars, footer
  - **Additional CSS:** Add custom CSS code

Changes are live previewed before publishing.

 *Widgets:*

- Small content blocks placed in sidebar, footer, or other widget-ready areas.

**Examples:**

- Search box
- Recent posts
- Social links
- Custom HTML or text

**Steps:**

- Go to **Appearance > Widgets**

- Drag and drop available widgets to a widget area (like Footer or Sidebar)
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### ✦ 3. Creating Menus (Header, Footer)

📌 Steps:

1. Go to **Appearance > Menus**
2. Click **Create a new menu** (e.g., Main Menu)
3. Add items (Pages, Posts, Categories, Custom Links)
4. Assign to location:
  - Header Menu
  - Footer Menu
  - Mobile Menu (if supported by theme)
5. Click **Save Menu**

💡 Use dropdowns/submenus to organize nested items.

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### ✦ 4. Child Theme Introduction (Optional)

🔧 *What is a Child Theme?*

A **child theme** is a theme that inherits the design and functionality of another theme (parent theme) and allows you to customize it **without affecting the parent theme's code**.

🔧 *When to Use:*

- When you want to modify CSS, functions.php, or templates
- To prevent updates from overwriting your changes

📁 *Structure:*

```
pgsql
CopyEdit
child-theme/
├─ style.css
```

└─ functions.php

**Example: style.css content:**

```
css
CopyEdit
/*
Theme Name: My Child Theme
Template: twentytwentyone
*/
```

**Note:** The folder name of the parent theme must match exactly.

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#### ✓ Summary of Module 4:

Topic	Key Points
Free Themes	Install from WordPress Dashboard
Premium Themes	Upload via .zip file
Customization	Change appearance via Customizer & Widgets
Menus	Create and assign Header/Footer navigation
Child Theme (Optional)	Modify theme safely without affecting updates

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## Module 5: Plugins & Extensions

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### ✦ 1. What are Plugins?

- Plugins are **add-ons or extensions** that add new features and functionalities to your WordPress site without coding.
- Examples: Contact forms, SEO tools, security, backups, sliders, eCommerce.

- Thousands of free and premium plugins are available.

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## ✦ 2. Installing & Activating Plugins

*Steps to Install from Dashboard:*

1. Go to **Dashboard > Plugins > Add New**
2. Search for a plugin (e.g., “Elementor”)
3. Click **Install Now**
4. Click **Activate**

*Uploading a Plugin:*

- For premium or downloaded plugins (zip file)
1. Go to **Plugins > Add New > Upload Plugin**
  2. Choose **.zip file > Install Now > Activate**

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## ✦ 3. Must-have Plugins

Plugin Name	Purpose	Notes
<b>Elementor</b>	Drag & drop page builder for easy design	Great for building custom layouts
<b>Yoast SEO</b>	SEO optimization and readability analysis	Helps improve Google rankings
<b>Contact Form 7</b>	Simple contact form builder	Easy to use, supports CAPTCHA, spam filters
<b>WPForms</b>	Advanced drag & drop form builder	User-friendly, premium features
<b>UpdraftPlus</b>	Backup and restore plugin	Schedule automatic backups
<b>Wordfence</b>	Security plugin for firewall & malware scan	Protects your site from hackers

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## ★ 4. Using Plugin Widgets and Shortcodes

### Widgets:

- Many plugins add their own **widgets** you can place in sidebars or footers.
- Go to **Appearance > Widgets**, look for plugin widgets, drag & drop.

### Shortcodes:

- Shortcodes are small code snippets you can insert into pages/posts to show plugin features.
- Example with Contact Form 7:

```
[contact-form-7 id="1234" title="Contact form 1"]
```

### How to use:

- Copy the shortcode provided by the plugin
- Paste it inside the WordPress editor where you want the feature to appear

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## ✓ Summary:

Action	How to Do It
Install Plugin	Dashboard > Plugins > Add New > Search & Install
Activate Plugin	Click <b>Activate</b> after installation
Use Widget	Appearance > Widgets > Drag plugin widget
Use Shortcode	Copy shortcode and paste in editor

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## Module 6: Page Builders (Elementor)

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## ★ 1. Introduction to Elementor

- Elementor is a popular **drag-and-drop page builder plugin** for WordPress.
  - Allows users to create **custom, professional-looking pages visually** without coding.
  - Works with most themes.
  - Has both **free** and **pro** versions with advanced features.
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## ★ 2. Drag and Drop Interface

- **Elements Panel:** Contains widgets like headings, images, buttons, videos, forms, etc.
  - **Canvas Area:** Where you design and see the live preview of the page.
  - Simply **drag any widget** from the panel and **drop it onto the canvas**.
  - Customize each widget by clicking it and editing options like color, size, text, padding, and more.
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## ★ 3. Designing Responsive Pages

- Elementor allows you to **design pages that look good on desktop, tablet, and mobile**.
  - Use the **Responsive Mode** icon (bottom left) to switch views.
  - Customize settings separately for each device (font size, alignment, spacing).
  - You can **hide/show elements** on specific devices if needed.
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## ★ 4. Saving Templates & Using Blocks

- **Templates:** Save your custom-designed sections or full pages to reuse later.
  - Click the **arrow** next to the **Publish/Update** button > **Save as Template**
  - Access saved templates via **Add Template** button in Elementor.
- **Blocks:** Pre-designed sections or page parts (like headers, testimonials, CTAs).
  - Insert blocks from the Elementor library.

- Customize them as needed to speed up design.
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### ✓ Summary:

Topic	Key Points
Elementor Introduction	Visual drag-and-drop builder, easy for beginners
Drag and Drop	Add and customize widgets without coding
Responsive Design	Customize layouts for desktop, tablet, and mobile
Templates & Blocks	Save and reuse designs, use pre-built sections

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## Module 7: Contact Forms & Widgets

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### ✦ 1. Installing Contact Form 7 / WPForms

- Both are popular plugins to create contact forms easily.

#### Steps to Install:

1. Go to **Dashboard > Plugins > Add New**
  2. Search for **Contact Form 7** or **WPForms**
  3. Click **Install Now > Activate**
- 

### ✦ 2. Creating Custom Forms

### Contact Form 7:

- After activation, go to **Contact > Contact Forms**
- Click **Add New**
- Customize form fields (name, email, message, etc.) using simple markup tags
- Save the form, copy the generated **shortcode**

### WPForms:

- Go to **WPForms > Add New**
- Choose a **template** (e.g., Simple Contact Form)
- Use drag-and-drop to add/remove fields
- Save the form, copy the **shortcode**

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## ✦ 3. Using Widgets (Sidebar, Footer)

- Plugins add form widgets to use in widget areas like sidebar or footer.

### Steps:

1. Go to **Appearance > Widgets**
2. Find **Contact Form 7** or **WPForms** widget
3. Drag it into the desired widget area
4. Select the form you created from the dropdown
5. Save the widget

You can also use the **shortcode** to add forms inside posts, pages, or custom HTML widgets.

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## ✓ Summary:

Task	How to Do It
Install Form Plugin	Plugins > Add New > Search & Install

Task	How to Do It
Create Form	Contact Form 7: Contact > Add New WPForms: WPForms > Add New
Add Form via Widget	Appearance > Widgets > Drag & Drop form widget
Add Form via Shortcode	Copy shortcode and paste inside page/post

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## Module 8: SEO & Optimization

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### ✦ 1. Basic SEO for WordPress

- SEO (Search Engine Optimization) helps your website rank higher in search engines like Google.
- Important SEO elements include:
  - **Keywords** in titles, headings, content
  - **Meta descriptions** for pages/posts
  - **Proper URL structure**
  - **Mobile-friendly design**
  - **Fast loading speed**

### ✦ 2. Installing and Configuring Yoast SEO

- **Yoast SEO** is a popular WordPress plugin to help improve your SEO.

#### Installation:

- Go to **Plugins > Add New**, search for **Yoast SEO**, install and activate.

#### Basic Configuration:

- Follow the **configuration wizard** for site type, organization/person, search engine visibility.
  - Use Yoast's **SEO analysis** when editing posts/pages to optimize titles, meta descriptions, keyword usage, readability.
  - Submit your website sitemap to Google Search Console through Yoast.
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### ✦ 3. Setting Permalinks

- Permalinks are the URLs of your posts and pages.
  - Go to **Settings > Permalinks**
  - Recommended: Select **Post name** for clean, SEO-friendly URLs (e.g., `yourdomain.com/sample-post`).
  - Save changes.
- 

### ✦ 4. Image Optimization (Smush plugin)

- Optimizing images reduces file size without losing quality to improve loading speed.
- **Smush** plugin automatically compresses and resizes images.

#### Steps:

- Install and activate **Smush**.
  - Configure settings for auto compression and lazy loading.
  - Bulk optimize existing images via the plugin dashboard.
- 

### ✦ 5. Caching Plugins (LiteSpeed / W3 Total Cache)

- Caching improves website speed by saving a static version of pages.
- Popular caching plugins:
  - **LiteSpeed Cache:** Best if your server supports LiteSpeed.

- **W3 Total Cache:** Versatile, supports many hosting environments.

### Basic Setup:

- Install and activate caching plugin.
- Enable page cache, browser cache, and minification of CSS/JS files.
- Test website speed before and after caching.

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### ✓ Summary:

Topic	Key Actions
Basic SEO	Use keywords, meta descriptions, mobile-friendly design
Yoast SEO	Install, configure, optimize content
Permalinks	Set to "Post name" for SEO-friendly URLs
Image Optimization	Use Smush plugin for compression
Caching Plugins	Install & configure LiteSpeed or W3 Total Cache

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## Module 9: WooCommerce (Optional)

### ★ 1. Installing WooCommerce

- WooCommerce is a free plugin that turns your WordPress site into a full-featured online store.

#### Steps:

1. Go to **Dashboard > Plugins > Add New**
2. Search for **WooCommerce**
3. Click **Install Now** and then **Activate**

4. Follow the **Setup Wizard** for basic store settings (currency, location, payment methods, shipping)
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## ✦ 2. Adding Products & Categories

- Go to **Products > Add New** to create a product.
  - Add product details like:
    - Title, description
    - Price
    - Product image/gallery
    - Inventory (stock status)
    - Product categories and tags
  - Create product categories under **Products > Categories** to organize your products.
- 

## ✦ 3. Setting up Payments & Shipping

- **Payments:**
    - WooCommerce supports PayPal, Stripe, bank transfers, cash on delivery, and more.
    - Go to **WooCommerce > Settings > Payments** to enable and configure payment gateways.
  - **Shipping:**
    - Configure shipping zones, methods, and rates under **WooCommerce > Settings > Shipping**.
    - Options include flat rate, free shipping, local pickup.
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## ✦ 4. Managing Orders & Customers

- View and manage orders at **WooCommerce > Orders**.
- Process orders by changing statuses (pending, processing, completed).

- Manage customer information and order history.
  - Send order updates and notifications.
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### ✓ Summary:

Task	How to Do It
Install Woo Commerce	Plugins > Add New > Search & Install
Add Products	Products > Add New
Create Categories	Products > Categories
Setup Payments	Woo Commerce > Settings > Payments
Setup Shipping	Woo Commerce > Settings > Shipping
Manage Orders & Customers	Woo Commerce > Orders

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## Module 11: Final Project

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### ★ 1. Build a Fully Functional Website

- Choose a website type based on your interest or assignment:
    - **Business Website** (showcase services, about, contact)
    - **Portfolio Website** (display work, projects, testimonials)
    - **Blog** (regular posts, categories, tags)
    - **eCommerce Store** (products, cart, checkout)
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### ★ 2. Use Elementor and Plugins

- Use **Elementor** to design custom pages with drag-and-drop ease.

- Incorporate key plugins learned in the course, such as:
  - Contact forms (Contact Form 7 or WPForms)
  - SEO plugin (Yoast SEO)
  - Security (Wordfence)
  - Backup (UpdraftPlus)
  - Performance plugins if needed

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### ★ 3. Apply SEO and Security Basics

- Optimize your site using **Yoast SEO**:
  - Write SEO-friendly titles and meta descriptions
  - Use keywords effectively
  - Set permalinks properly
- Implement basic **security** measures:
  - Activate Wordfence plugin
  - Use strong passwords
  - Keep WordPress, themes, and plugins updated
- Enable backup with UpdraftPlus for site recovery.

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### ✓ Summary:

Task	Key Points
Website Type Selection	Business, Portfolio, Blog, or eCommerce
Design with Elementor	Use drag-and-drop, responsive design
Use Plugins	Contact forms, SEO, security, backup
SEO & Security Basics	Optimize content, secure your website

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## Internship Deliverables

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### 1. Daily Activity Log

- Maintain a daily record of tasks performed.
  - Include:
    - Date
    - Description of work done
    - Challenges faced (if any)
    - Learnings and next steps
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### 2. Mini Projects

- Complete small projects based on each module.
  - Examples:
    - Create a blog post with categories and tags
    - Design a custom contact form
    - Install and configure an SEO plugin
    - Build a responsive landing page using Elementor
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### 3. Final Project Submission

- Build a fully functional WordPress website applying all learned skills.
- Should include:
  - Multiple pages or posts
  - Use of plugins and themes

- SEO optimization
  - Contact form and basic security setup
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#### **4. Internship Certificate**

- Issued after successful completion of the internship.
- Certifies the skills and projects completed during the internship.