

WordPress for Everyone Course Content



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SECTION 1

WELCOME

1. Welcome to WPFE
2. How to use this course?
3. Setup WordPress
4. Two ways to set up
5. If you want to build the site offline
6. If you want to build the site online and already have web hosting
7. Visit our brand new website and admin
8. Walkthrough admin interface
9. Delete old pages and posts
10. Setup a few basic things

THEMES

1. What are the themes and why do we need them?
2. Install the theme and activate it.
3. Look at the theme options

PLUGINS

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1. What is a plugin and what does it do?
2. Why do we need a page builder?
3. Install a page builder plugin and activate it

PAGE BUILDER

1. How to use the page builder?
2. What are the templates and which ones to use?

SECTION 2

BUILD HOMEPAGE

CREATE HERO SECTION

1. How to create a full-width section?
2. What is a background image and how to use it?
3. Adjust the height of the section
4. What are margins are paddings?
5. What are the different measures?
6. Write the headline and style it.
7. Write sub-headline and style it
8. Add a button and style it
9. How to check the responsiveness on mobile and fix it.

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CREATE PRODUCT SECTION

1. Add heading, subheading and style the background
2. Create a row with two columns and add content in it
3. Duplicate the row to save time
4. Drag and drop a block to change the position
5. Reverse the rows on mobile

CREATE SUPPORT SECTION

1. Add a background image and adjust the height
2. Add content to the support section
3. Add testimonials
4. Create our CEO section
5. Change fonts
6. Set up menus
7. How to create a menu
8. Check various options in a menu

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SECTION 3

SETUP THE BLOG PAGE

1. Create a blog page
2. Revisit reading settings
3. How to add posts
4. What are the different types of posts?
5. How to add audio, video, maps to a post?
6. Set publish date and privacy.
7. Customise the look of the blog page
8. Setup widgets on blog page
9. What are widgets?
10. How to add widgets?
11. Selecting and setting up widgets

SECTION 4

SETUP THE ABOUT US PAGE

1. Create new page
2. Add full-screen hero section

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3. Add heading and subheading
4. Setup leadership section
5. Setup team section
6. Add contact our CEO section
7. Setup popup
8. Install the plugin - Popup Maker and activate it

ADD THE FIRST POPUP

1. Understand different settings of a popup
2. Check whether the popup works?
3. Add contact form in the popup
4. Install contact form plugin by WPForms and activate it
5. Setup the plugin using setting
6. Add new form
7. What is a shortcode?
8. Get the shortcode and add it in the popup.
9. Test the complete popup + contact form setup

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SECTION 5

1. Setup contact us page
2. Create a contact form
3. Add new page
4. Create a full-screen hero section and add the headline
5. Add contact form and address
6. Add map

SECTION 6

1. Setup e-commerce
2. Install and activate WooCommerce plugin
3. Go through setting up the plugin
4. Understand various types of products
5. Create the first simple product
6. Create the first variable product
7. Add variations for the variable product
8. Create the first virtual product
9. Create a discount coupon

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10. Setup shipping
11. Setup taxes
12. Setup PayPal
13. Complete the checkout process
14. Upload multiple products at once
15. Install WPAIImport plugin and activate it
16. Create a CSV file of records
17. Upload list of products using the plugin
18. Create a CSV of variable products
19. Upload list of variable products
20. Update prices of multiple products
21. Add product category links on the homepage

SECTION 7

1. Add discount popup on certain products
2. Create a coupon code
3. Create a popup
4. Setup targeting options

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5. Setup cookie

6. Test the behaviour of popup

SECTION 8

SETUP FOOTER WIDGETS

1. Enable footer widgets

2. Add additional pages.

3. Create a menu for newly added pages

4. Add newly created menu in the first footer widget

5. Install plugin for social media

6. Setup social media icons

7. Add social media icons in the second footer widget

8. Add quick support details in the third footer widget

9. Add a widget that shows cart content in the last footer widget

SECTION 9

SETUP SEO

1. Install and activate Yoast SEO plugin

2. Add meta description and title on the homepage

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SETUP GOOGLE ANALYTICS

1. Get Google Analytics code
2. Paste it on the website

SETUP MAILCHIMP

1. Create a MailChimp account
2. Create a list
3. Get the code for the form
4. Insert it into the contact us page
5. Check whether the form works

SECTION 10

MAKE YOUR WEBSITE LIVE

1. Create a zip package of WordPress files
2. Export database
3. Login to your cPanel
4. Create a database
5. Import the database
6. Edit wp-config.php

SECTION 11

IMPROVE THE WEBSITE PERFORMANCE

1. Install and activate W3 Total Cache
2. Setup basic caching
3. Setup CSS and JS caching
4. Install EWWW image optimizer
5. Compress the images using EWWW