

INTRODUCING

**ADVANCED
WORDPRESS WEBSITE
DESIGNING +
BLOGGING MASTERCLASS**

Become a DIGITAL KARIGAR Certified Advanced Website Design Expert and Start Your Blogging Career with Blogging Masterclass.

15-DAYS LIVE TRAINING



We Work, We Learn, We Teach



COURSE CONTENT



COURSE CONTENTS

1. WHAT IS WORDPRESS?

- FUNDAMENTALS OF WORDPRESS.
- DIFFERENT TYPES OF WEBSITES.
- DIFFERENCE BETWEEN WEBSITES VS. BLOGS & POST VS. PAGES
- WORDPRESS THEMES, PLUGINS & WIDGETS
- ALL ABOUT DOMAIN NAMES & BUYING A DOMAIN
- HOSTING & ITS DIFFERENT TYPES
- SETTING UP WEBSITE HOSTING & EMAIL

2. INSTALLING WORDPRESS

- INSTALLING WORDPRESS IN CPANEL (AUTO-INSTALLER)
- MANUAL INSTALLATION OF WORDPRESS
- A FIRST LOOK AT WORDPRESS
- LOGGING INTO THE WORDPRESS ADMIN AREA
- USING THE WORDPRESS DASHBOARD
- A QUICK TOUR OF THE WORDPRESS ADMIN OPTIONS
- PREVIEWING YOUR WEBSITE

3. WORDPRESS THEMES, WIDGETS & MENU

- WORDPRESS THEMES
- FREE OR PREMIUM THEMES?
- RESPONSIVE THEMES
- HOW TO FIND A WORDPRESS THEME
- INSTALLING AND ACTIVATING A WORDPRESS THEME
- EXPLORING THEME OPTIONS
- BUILDING WEBSITE'S HEADER & FOOTER
- SETTING UP AND CUSTOMIZING A MENU
- USING INSTALLED WIDGETS
- INSTALLING AND CUSTOMIZING NEW WIDGETS



4. ELEMENTOR PAGE BUILDER

- ELEMENTOR PAGE BUILDER & ITS TYPES
- SETTING UP ELEMENTOR PAGE BUILDER
- ELEMENTOR DASHBOARD OVERVIEW
- ELEMENTOR EXTENSIONS
- ELEMENTOR VS ELEMENTOR PRO
- GET ELEMENTOR PRO

5. CREATING PAGES

- CREATING A NEW PAGE
- PAGES BASIC SETTINGS
- DESIGNING A PAGE WITH ELEMENTOR
- PREVIEWING YOUR PAGE, DRAFT VS. PUBLISHING
- EDITING EXISTING PAGES, DELETING PAGES

6. IMAGES & WORDPRESS

- UPLOADING IMAGES
- THE IMAGE LIBRARY
- DELETING IMAGES FROM THE IMAGE LIBRARY
- INSERTING IMAGES INTO A PAGE OR POST
- CUSTOMIZING IMAGES, RESIZING IMAGES
- ALTERNATIVE TEXT, CAPTIONS
- DELETING IMAGES, FEATURED IMAGES



7. CREATING A NEW POST

- CREATING BLOG POSTS
- THE DIFFERENCE BETWEEN POSTS AND PAGES
- CREATING A BLOG WITHIN YOUR WORDPRESS WEBSITE
- TEXT & IMAGE FORMATTING IN A POST
- CATEGORIES & TAGS
- MANAGING COMMENTS IN WORDPRESS
- CHANGING COMMENT SETTINGS

8. PLUGINS

- INSTALLING PLUG-INS
- TEN RECOMMENDED PLUG-INS FOR WORDPRESS WEBSITES
- SEO PLUGINS, INSTALLING A SLIDER PLUGIN
- SLIDER PLUGINS FOR PAGES, POSTS, AND PICTURES
- CUSTOMIZING SLIDERS
- CONTACT FORM PLUGINS, USING FORM PLUGINS
- ANTI-SPAM MEASURES (USING CAPTCHA)
- CALENDER PLUGINS
- USING & CONFIGURING CALENDAR PLUGINS
- USING YOUTUBE PLUGINS

9. BACKUP PLUGINS

- BACKING UP YOUR WORDPRESS DATA
- WORDPRESS & EMBEDDING A GOOGLE MAP
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- SOCIAL MEDIA INTEGRATION
- UPDATING WORDPRESS, THEMES & PLUGINS
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- CONFIGURING SITE SETTINGS
- SETTING YOUR EMAIL ADDRESS
- CREATING USER-FRIENDLY PERMALINKS



10. WORDPRESS & SEO

- UNDERSTANDING SEARCH ENGINES
- CREATING USER-FRIENDLY PERMALINKS
- WRITE KEYWORD RICH TEXT IN YOUR PAGES AND POSTS
- USING IMAGE ALT TAGS, KEYWORD RICH HEADERS
- USING AN EFFECTIVE HTML TITLE & DESCRIPTION
- SEO PLUGINS, SITEMAPS
- SETTINGS: PERMALINKS, PRIVACY, COMMENTS.
- MANAGING LINKS
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- ANCHOR TEXT, LINKING FROM IMAGES
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11. CREATING ECOMMERCE WEBSITE

- WOO COMMERCE SETUP PAGES
- WOO COMMERCE CONFIGURATION & SETTING
- CREATING PRODUCTS
- PRODUCT IMAGE, PRODUCT DESCRIPTION, PUBLISH PRODUCT
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- PAYUMONEY WOO COMMERCE INTEGRATION



12. CREATING A NEWS PORTAL WEBSITE

- INTRODUCTION TO NEWS PORTAL
- SELECTING A SUITABLE NAME FOR THE NEWS PORTAL
- BUYING DOMAIN NAME & HOSTING
- SETTING UP HOSTING & INSTALLING WORDPRESS
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- INTRODUCTION TO AUTOMATIC PLUGIN & SET-UP
- HOW TO WRITE, EDIT & PUBLISH NEWS
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13. SPEEDING UP WORDPRESS WEBSITE

- SPEED TEST TOOLS
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- W3TOTAL CACHE PLUGIN

14. GRAPHIC DESIGNING

- WHAT IS GRAPHIC DESIGNING
- ELEMENTS OF GRAPHIC DESIGNING
- DESIGNING LOGO, SOCIAL MEDIA COVER, VISITING CARDS
- DESIGNING PROFESSIONAL RESUME
- DESIGNING SOCIAL MEDIA POSTS
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COURSE CONTENTS

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- WHAT IS BLOGGING
- BLOG VS VLOG
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- SELECTING A NAME FOR YOUR BLOG
- BUYING DOMAIN NAME & HOSTING
- INSTALLING WORDPRESS & SETTING UP BLOG
- SETTING UP SOCIAL ACCOUNTS FOR THE BLOG
- WRITING BLOGS, PUBLISHING & EDITING
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16. MAKING MONEY FROM BLOGGING

- INTRO TO ADSENSE
- BEST PRACTICES FOR ADSENSE
- CREATING ADSENSE ACCOUNT
- ADSENSE REVIEW & APPROVAL
- INTRO TO AFFILIATE MARKETING
- BECOME AN AFFILIATE KING

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