Anant Webtics WordPress Website Development Course

🧩 Module 1: Introduction to WordPress

Topics Covered:

- What is WordPress?
- Difference between WordPress.com and WordPress.org
- Understanding CMS (Content Management System)
- Installing WordPress on Localhost (XAMPP/Laragon)
- Installing WordPress on a live hosting (cPanel installation)
- Understanding WordPress Dashboard
- Basic WordPress Settings (General, Permalink, Media, etc.)

🎨 Module 2: WordPress Themes & Customization

Topics Covered:

- What are WordPress Themes?
- Installing Free & Premium Themes
- Understanding theme structure (Header, Footer, Sidebar, Widgets)
- Using the Customizer
- Creating a Custom Menu & Widgets
- Using Page Builders (Elementor)

- Setting up Homepage & Blog Page
- Responsive Design Basics (Mobile Optimization)

⚙️ Module 3: WordPress Plugins

Topics Covered:

- What are Plugins & How They Work
- Installing, Activating, and Managing Plugins
- Must-Have Plugins (Yoast SEO, WPForms, Jetpack, LiteSpeed Cache, etc.)
- Plugin Conflicts and Solutions
- Security Plugins (Wordfence, iThemes Security)
- Backup Plugins (UpdraftPlus, All-in-One Migration)

🧱 Module 4: Website Building Projects (Practical Section)

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Projects:

1. **Business / Corporate Website**
    - About, Services, Contact, Blog pages
    - Using Elementor for full customization
    - Adding Google Maps, Contact Form, and Social Links
2. **Portfolio / Personal Website**

- Resume Page
- Testimonials and Gallery Integration

3. **Blog Website**
    - Blog Layouts
    - Categories, Tags, and Comments System

💳 Module 5: E-Commerce Website (WooCommerce)

Topics Covered:

- Introduction to WooCommerce
- Installing & Setting up WooCommerce
- Adding Products (Simple, Variable, Grouped, Affiliate)
- Managing Product Categories, Tags, and Attributes
- Setting Up Payment Gateways (Razorpay, Stripe, PayPal, Cash on Delivery)
- Shipping Options & Taxes
- Order Management
- Customizing Shop, Cart, and Checkout Pages
- Creating Coupons & Discounts
- Setting up Email Notifications for Orders

🛍️ Module 6: Dropshipping Website Development

Topics Covered:

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- What is Dropshipping & How it Works
- Choosing Profitable Niche and Products
- Best Dropshipping Plugins (AliDropship, WooDropship, ShopMaster, etc.)
- Integrating AliExpress / Amazon Products
- Automating Product Import & Order Fulfillment
- Managing Inventory and Pricing
- Setting Up Payment Gateways for Dropshipping
- Handling Returns and Refunds
- Marketing Your Dropshipping Store (Email, SEO, Social Ads)

💰 Module 7: Affiliate Website Development

Topics Covered:

- What is Affiliate Marketing?
- Choosing a Profitable Niche
- Affiliate Programs (Amazon Associates, CJ, ShareASale, Awin, etc.)
- Integrating Affiliate Links in WordPress
- Using Affiliate Plugins (AAWP, ThirstyAffiliates, Pretty Links)
- Writing SEO-Friendly Product Reviews & Comparisons
- Creating Top-10 Product Pages
- Adding Tables & Buttons for Conversions
- Tracking Clicks & Performance

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- Building an Email List for Affiliate Marketing

🚀 Module 8: SEO & Performance Optimization

Topics Covered:

- On-Page SEO with Yoast SEO / RankMath
- Keyword Research (Ubersuggest, Google Keyword Planner)
- Image Optimization
- Website Speed Optimization (Cache, Lazy Load, CDN)
- Schema Markup Basics
- SEO for E-commerce & Blog Websites

🔒 Module 9: Website Security & Maintenance

Topics Covered:

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- Common WordPress Security Issues
- Setting Up SSL Certificates
- Two-Factor Authentication
- Regular Backup & Restore
- Updating Core, Themes, and Plugins
- Removing Malware & Spam Comments

📈 Module 10: Marketing, Analytics & Monetization

Topics Covered:

- Google Analytics Integration
- Google Search Console Setup
- Email Marketing (Mailchimp, Brevo, ConvertKit)
- Social Media Integration
- Google Ads & Meta Ads Basics
- Website Monetization (Adsense, Sponsored Posts, Affiliate Links)

💼 Module 11: Domain, Hosting & Deployment

Topics Covered:

- Choosing a Good Domain Name
- Types of Hosting (Shared, VPS, Cloud, Managed WordPress Hosting)
- Domain-DNS Connection
- Migrating WordPress from Localhost to Live Server
- Using Backup Plugins for Migration

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🧠 Module 12: Final Project & Career Guidance

Projects:

1. Create a Full Business Website

2. Create an E-commerce (WooCommerce) Website
3. Create a Dropshipping Store
4. Create an Affiliate Marketing Blog
5. Deploy all projects to live hosting

Career Guidance:

- Freelancing on Fiverr / Upwork
- Client Communication & Pricing
- Creating a Portfolio Website
- Building Long-Term Clients & Maintenance Plans

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