Module 1: Introduction to WordPress and Website Planning

Understand the fundamentals of website building and the benefits of using WordPress. Learn how to identify your website's purpose, target audience, and content strategy. This module also introduces key concepts like domain, hosting, CMS, and the difference between WordPress.com and WordPress.org.

Module 2: Choosing a Domain, Hosting & Installing WordPress

Learn how to choose a domain name that aligns with your brand and purchase reliable hosting. Follow a step-by-step process to install WordPress on your server using cPanel or auto-installers. Gain hands-on experience with setting up SSL and configuring your site basics.

Module 3: Exploring the WordPress Dashboard

Get familiar with the WordPress admin panel and its main components: posts, pages, media, themes, plugins, and settings. Learn how to navigate and manage your website backend with ease. This module helps you build confidence in handling all WordPress functions.

Module 4: Selecting and Customizing Themes

Discover how to choose the right theme for your website—whether for blogging, business, or e-commerce. Learn to install and customize themes using the Customizer and Gutenberg block editor. Explore layout options, header settings, fonts, and colors to reflect your brand identity.

Module 5: Creating Pages, Posts & Menus

Understand the difference between posts and pages, and how to create each using WordPress editors. Learn how to structure your site with About, Services, Blog, and Contact pages. This module also covers how to create and manage navigation menus for a smooth user experience.

Module 6: Installing and Managing Plugins

Explore the world of plugins that extend your site's functionality—like SEO tools, sliders, contact forms, and backups. Learn how to search, install, activate, update, and manage plugins securely without bloating your website. Get recommendations for essential plugins.

Module 7: Building Contact Forms and Integrations

Learn to add and customize contact forms using plugins like WPForms or Contact Form 7. Discover how to integrate email marketing tools, Google Maps, WhatsApp buttons, and social media widgets. This module focuses on improving user interaction and lead capture.

Module 8: SEO Basics and Performance Optimization

Understand the fundamentals of search engine optimization for WordPress. Learn how to use plugins like Yoast SEO or Rank Math to optimize titles, meta descriptions, and content. Explore image optimization, caching, and mobile responsiveness to improve speed and rankings.

Module 9: Securing and Maintaining Your Website

Learn how to protect your WordPress website from malware, spam, and unauthorized access. Set up firewalls, security plugins, and regular backups. This module also covers update management and best practices for ongoing maintenance and troubleshooting.

Module 10: Going Live and Managing Updates

Finalize your website, test responsiveness, and fix broken links. Learn how to connect your site to Google Search Console and Analytics. This module helps you launch your site confidently and teaches you how to manage future updates and content changes effectively.

Career Scope After Learning This Skill

WordPress powers over 40% of all websites globally, making it one of the most in-demand skills in today's digital economy. By mastering WordPress, learners unlock a wide range of freelance, employment, and entrepreneurial opportunities in web development, digital marketing, and online business.

Career Opportunities Include:

- WordPress Website Designer / Developer
- Freelance Web Designer
- Website Maintenance Specialist
- Digital Marketing Executive (with website skills)
- E-commerce Website Manager
- Blogger / Content Creator with WordPress expertise
- Online Business Owner / Portfolio Site Creator

Whether you're building websites for clients, creating your own brand presence, or launching a content-driven business, WordPress expertise offers flexibility, creative freedom, and global earning potential.

Salary Package After Learning This Skill

WordPress skills offer excellent income opportunities for both full-time professionals and freelancers. As businesses continue to expand their digital presence, skilled WordPress creators are highly sought after across industries.

Estimated Salary Range in India:

- **Entry-Level (0–2 years):** ₹3 – ₹5 LPA
- **Mid-Level (2–5 years):** ₹5 – ₹10 LPA
- **Senior-Level / Specialists:** ₹10 – ₹18+ LPA
- **Freelancers:** ₹5,000 – ₹50,000+ per project based on complexity
- **Agency Owners / Entrepreneurs:** Potential for ₹1–5 lakhs/month or more, depending on clientele and services offered

With growing demand for affordable, customizable websites, WordPress developers and designers enjoy consistent work and strong income scalability.