WordPress & Blogging

Curriculum Brochure

WordPress & Blogging

WordPress is one of the most popular content management systems (CMS) in the world, powering over 40% of all websites on the internet. Its scope extends beyond simply creating blogs to building complex websites, e-commerce platforms, and even mobile applications. Similarly, blogging has evolved from being a personal hobby to a powerful marketing tool for businesses, allowing them to engage with their audience and establish themselves as thought leaders in their industry.

Learning WordPress and blogging is essential for individuals and businesses that want to establish their online presence and reach their target audience effectively. By mastering WordPress, individuals can create professional and engaging websites with ease, without the need for technical expertise. WordPress offers a wide range of themes, plugins, and customization options, making it a versatile platform for building websites for different purposes, including e-commerce, informative websites, portfolios, and blogs.

Blogging is an effective way for businesses to increase their online visibility, establish thought leadership, and engage with their audience. By creating high-quality, informative content that addresses their audience's pain points and interests, businesses can drive traffic to their website, generate leads, and improve their search engine rankings. Blogging also allows businesses to showcase their expertise and build trust with potential customers, which can lead to long-term relationships and increased revenue.

Blogging is a cost-effective marketing tool that can deliver long-term benefits. Unlike paid advertising, which requires ongoing investment and can become costly over time, blogging can deliver sustained traffic and leads to a website over time with minimal ongoing investment. It also allows businesses to target specific keywords and phrases that potential customers use to search for their products or services, increasing the likelihood of attracting qualified leads to their website.

In conclusion, the scope of WordPress and blogging is vast and offers tremendous opportunities for individuals and businesses to establish their online presence and reach their target audience effectively. By learning WordPress, individuals can create professional and engaging websites with ease, while blogging offers businesses an effective way to increase their online visibility, establish thought leadership, and engage with their audience. Moreover, mastering WordPress and blogging can deliver long-term benefits, including sustained traffic, leads, and revenue growth for a website or business.

WordPress & Blogging Training Program

This program is designed to train students with the skills and experience to work WordPress, webpage design, themes, plugins, SEO, landing pages, blogging, website customization etc.

Practical Based Sessions
Training program available in 30 days & 60 days duration

Dummy Projects
To build your hands-on expertise & portfolio

Portfolio Building Assistance
To create an attractive resume for your candidature

Pitch Preparation
So you can present your skills in a better way

Mentoring & Career Assistance
To help you in getting good career or placements

Who can join

Any student can join the WordPress & Blogging training program. The student must have basic computer knowledge and have interest in content design, website design & blogging.

Working professionals or job seekers, who are looking to learn about website design & blogging can join the WordPress & Blogging training program.

Housewives, girls or any person, who wants to learn about website design & blogging to start their online work or freelancing can join the WordPress & Blogging training program.

Training Mode

Online Live Classes are available

- 4x more effective way of learning
- Hands-on experience with projects & assignments
- Virtual class with real interaction with trainer
- Monitoring support & troubleshooting issues
- Masterclass from industry experts & leaders
- Live class recordings for revision purpose

WordPress & Blogging Training in Agra

Learn2Earn Labs

F-4, First Floor, Anna Ikon Complex, In Front of Deviram Food Circle, Sikandra-Bodla Road, Sikandra, Agra, Uttar Pradesh – 282007
Call : +91-9548868337

Training Modules

Objectives :

The objective of WordPress and blogging training is to equip individuals with the knowledge and skills necessary to create and manage professional websites and blogs using the WordPress platform. The training covers the fundamentals of WordPress, including installation, configuration, customization, and management, as well as best practices for designing and developing engaging websites and blogs. Additionally, the training should focus on the principles of effective blogging, including content creation, SEO optimization, and audience engagement. The ultimate goal of WordPress and blogging training is to enable individuals to create and implement a comprehensive WordPress and blogging strategy that effectively reaches their target audience, establishes their online presence, and drives traffic, leads, and revenue growth for their website or business.

Module 1 : Introduction

Introduction to WordPress, Content management system, Open-source CMS vs. proprietary / closed source CMS, Local By Flywheel (Local Sites Content files Storage System)

Module 2 : Domain & Hosting

Recommended domain name registrars, buying a domain name, Recommended web hosting providers, right hosting plan of your needs, web hosting account, Hosting types, benefits of paid hosting, disadvantage of free hosting.

Module 3 : WordPress Environmental Setup

WordPress installation, Logging into WordPress, Themes, Modern Web Design trends, choosing a reliable WordPress theme, installing a theme, Installing a child theme, WordPress Settings, General, Writing, Reading, Discussion, Media, Permalinks, Managing users, Plugins installation, Setting up TinyMCE Advanced plugin.

Module 4 : Website Planning & Architecture

Planning your website architecture, Creating webpages, Creating subpages, Setting up your main navigation menu.

Adding content with the Visual Editor and Text Editor, Adding images to your page, Creating hyperlinks, Publishing your page, Creating posts

Setting up a blog, Creating a contact form, Embedding a contact form, Landing Page Creation, Enabling full width page, Creating a landing page with Elementor Page Builder, How to craft magnetic landing pages, Customizing Website , How to upload a logo, Customizing the sidebar, Customizing the footer.

Module 5 : SEO & E-Commerce

Installing WordPress SEO, On-page SEO ranking factors, Maintaining your site speed and loading time, Integrating E-Commerce into Your WordPress Site, Installing Woo-commerce, Creating a product, Checkout and payment gateways

Module 6 : Blogging

Blogging world, Content marketing benefits, need of blogs, Advantage of blogging for businesses, Getting going with your Blog, Objectives, Expectations, Monetization, Great Content Sources and tools, Blogging Calendar, Social media optimization, Niche selection, Practical values, AIDA Model.

Module 7 : Writing Your Blog

Title and Headline writing, Anatomy of Blogs, Irresistible introduction writing, Hook text, Alt texts, Images, Keyword importance, consistency and frequency, feedback and comment importance, Call to action, Newsletter and signups.

Module 8 : SEO & Promotion

Basics of on page and off page SEO, Blog Optimization, Keyword importance, Keyword Density, long-tail Keyword usage, Competition analysis, Backlink creation, Do-follow vs No-Follow backlinks, Google search engine working,

Once you have started your blog, it's time to start letting people know about it. Smart ways to promote your blog and build your readership. We will also be looking at the benefits of blogging elsewhere. Optimize your blog to get high rankings in search engines, how to promote your blog in social media, forums, content sharing websites and industry websites. Email marketing of your blog.

Module 9 : Project Work

Available for those who enrolled in 60 days training program of WordPress & Blogging. During this, the candidate will work on some minor projects under the supervision of respected trainer.

Learn2Earn Labs

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