



TECH NEXTGEN ACADEMY

Learn Today. Lead Tomorrow.

PRACTICAL IT TRAINING

DURATION: 3 MONTHS

WORDPRESS

Create. Design. Customize. Publish. Grow.

Foundation to Professional Level | Practical Classroom Training | Project-Based Learning



Build Without Coding



Beginner Friendly



Portfolio Ready



Certificate Included



BUILD WEBSITES WITHOUT STARTING FROM ZERO

WordPress is one of the world's most popular website platforms, powering websites ranging from personal blogs and portfolios to business websites, educational platforms and online stores.

At **Tech NextGen Academy**, our Basic WordPress course takes you from the fundamentals of WordPress to building and publishing a complete professional website. You will learn how to install and configure WordPress, work with themes and plugins, create pages and menus, customize website layouts, manage content, build forms, improve website appearance, apply basic SEO practices and publish a complete responsive website.



COURSE GOAL: From Website Beginner → Confident WordPress Website Creator



WHO SHOULD JOIN?

- School & College Students
- BCA / BSc / BBA / B.Com / M.Com Students
- Commerce & Non-IT Background Learners
- Beginners with No Coding Experience
- Freelancing Beginners & Aspiring Web Designers
- Small Business Owners & Entrepreneurs
- Bloggers, Content Creators & Marketers
- Job Seekers & Freshers



PREREQUISITES

- Basic computer knowledge
- Basic internet and browser knowledge
- No previous WordPress experience required
- No programming knowledge required
- Basic HTML/CSS knowledge is helpful but **not mandatory**

01. Web & WordPress Fundamentals

- What is a website? & How websites work
- Domain name & web hosting
- Website vs Web Application
- Static vs Dynamic Websites | Introduction to CMS
- What is WordPress? (WordPress.org vs WordPress.com)
- WordPress ecosystem, use cases & workflow
- Website planning fundamentals

Practical: Plan a complete website before development.

02. Domain, Hosting & WordPress Setup

- Understanding domain names & web hosting
- Hosting types & connecting domain with hosting
- Introduction to cPanel & hosting file structure
- Database basics & installing WordPress
- WordPress configuration, login & dashboard
- Site title, tagline, basic settings & permalinks
- Time zone, language & user settings

Practical: Install and configure a WordPress website.

03. WordPress Dashboard & Administration

- Understanding the WordPress Dashboard
- Posts, Pages, Media, Comments, Users, Settings
- Appearance, Plugins, Tools & Dashboard management
- User roles & permissions (Administrator vs Editor vs Author vs Contributor)
- Website administration workflow

Practical: Configure and manage a complete WordPress dashboard.

04. WordPress Pages & Content Management

- Understanding Pages & creating/editing pages
- Page hierarchy, parent/child pages & templates
- Draft, preview, publish & revisions
- Scheduling content & featured images
- Categories, tags & managing website content

Practical: Create a complete multi-page business website structure.

05. WordPress Posts, Categories & Blog Management

- Posts vs Pages | Creating blog posts
- Categories, Tags, Featured images & Excerpts
- Post formats, Author info & Comments
- Blog organization & publishing workflow
- Managing and editing posts

Practical: Create and manage a professional blog section.

06. Media Library & Website Assets

- Understanding the Media Library & uploading images
- Image optimization basics, formats & dimensions
- Alt text, captions & descriptions
- Managing media files, audio & video
- Embedding external media & website asset organization

Practical: Build an optimized media library for a website.

07. WordPress Themes & Website Design

- What is a WordPress theme? & Free vs premium themes
- Installing & activating themes
- Theme settings & theme customization
- Header & footer, typography, colors & layouts
- Website branding & theme selection strategy

Practical: Select and configure a professional website theme.

08. WordPress Block Editor & Page Building

- Introduction to Gutenberg & understanding blocks
- Paragraph, heading, image & button blocks
- Columns, groups, cover sections & media & text
- Lists, tables, embeds & reusable patterns
- Block settings & responsive content structure

Practical: Build professional website sections using Gutenberg.

09. Page Builder Fundamentals

- What is a page builder? | Visual website building
- Understanding sections, containers & columns
- Drag-and-drop design, text, images, buttons & icons
- Spacing, alignment, backgrounds & responsive controls
- Reusable design sections & basic workflow

Practical: Build a visually attractive landing page using a page builder.

10. Website Navigation & Menus

- Understanding website navigation & creating menus
- Adding pages to menus & custom links
- Dropdown menus & multi-level navigation
- Header navigation, footer navigation & usability
- Mobile navigation basics

Practical: Create a professional website navigation system.

11. WordPress Widgets & Website Components

- Understanding widgets, widget areas & sidebars
- Footer widgets, search, recent posts, categories
- Custom HTML, social links & newsletter components
- Website component organization

Practical: Create and customize website sidebars and footer sections.

12. WordPress Plugins & Website Functionality

- What is a plugin? & plugin ecosystem
- Installing, activating, updating & configuring plugins
- Free vs premium plugins & choosing reliable plugins
- Plugin compatibility & avoiding unnecessary plugins
- Managing website functionality

Practical: Extend website functionality using essential plugins.

13. Contact Forms & User Interaction

- Why websites need forms & contact form fundamentals
- Creating contact forms & form fields
- Required fields, email notifications & basic validation
- Spam protection basics & contact page structure
- User enquiry workflow

Practical: Build a professional Contact Us page with an enquiry form.

14. WordPress Website Customization

- Website colors, typography, fonts & buttons
- Spacing, sections, backgrounds, borders & shadows
- Header & footer customization
- Branding, logo integration & favicon/site icon
- Consistent visual design

Practical: Customize a complete website according to a brand identity.

15. Responsive Website Design

- What is responsive design? (Desktop vs tablet vs mobile)
- Responsive layouts & mobile-friendly design
- Responsive typography & image responsiveness
- Mobile navigation & spacing on different devices
- Testing website responsiveness & common problems

Practical: Make a WordPress website responsive across different screen sizes.

16. WordPress Security Fundamentals

- Why WordPress security matters & strong passwords
- User permissions & admin account security
- Plugin & theme updates & secure login practices
- Basic security plugins & spam protection
- Website security checklist & common mistakes

Practical: Apply a basic WordPress security setup.

17. Backup, Updates & Website Maintenance

- Why website backups matter & backup fundamentals
- Manual vs automated backups & database backup basics
- Updating WordPress, plugins & themes safely
- Safe update workflow & maintenance checklist
- Troubleshooting after updates & website recovery basics

Practical: Create a backup and perform a controlled website update.

18. Basic WordPress SEO

- What is SEO? & search engine fundamentals
- On-page SEO basics & SEO-friendly URLs
- Page titles, meta descriptions & heading structure
- Image alt text & internal linking
- Content structure, sitemap basics & SEO plugins

Practical: Optimize important pages of a WordPress website for basic SEO.

19. Website Performance Optimization

- Why website speed matters & understanding performance
- Image optimization & caching fundamentals
- Plugin management & reducing unnecessary elements
- Basic CSS/JavaScript performance concepts
- Mobile performance & speed testing checklist

Practical: Perform a basic performance optimization of a WordPress website.

20. WordPress Troubleshooting & Problem-Solving

- Common WordPress errors, plugin & theme conflicts
- Broken layouts, missing images & menu problems
- Login issues & update-related problems
- Basic troubleshooting workflow & safe practices
- Understanding error messages & website recovery

Practical: Diagnose and solve common WordPress website problems.

21. WordPress Website Publishing & Deployment

- Preparing a website for launch
- Domain configuration & hosting configuration
- Website settings & content verification
- Responsive, form & link testing
- Basic SEO, security & performance checklists
- Website launch process

Practical: Prepare and publish a complete WordPress website.

22. WordPress Freelancing & Client Website Workflow

- Understanding WordPress freelancing & project types
- Client requirements gathering & website planning
- Creating project scope & content requirements
- Basic quotation concepts & delivery workflow
- Client revisions, website handover & maintenance
- Building a WordPress portfolio

Practical: Simulate a real client website project from requirement to delivery.

23. Real-World WordPress Website Development

This module brings everything together through a complete website development workflow.

PLAN → SETUP → DESIGN → BUILD → CUSTOMIZE → OPTIMIZE → TEST → PUBLISH

You will create a complete professional WordPress website from scratch and present the finished project.



CAPSTONE PROJECT: COMPLETE PROFESSIONAL WORDPRESS WEBSITE

Build a complete responsive website using WordPress. Project Options include:

- Coaching / Training Academy
- Corporate Business
- Personal Portfolio
- Restaurant
- Real Estate
- Fitness Centre
- Healthcare / Clinic
- Travel Business
- Small Business
- Educational Institution
- Freelancing Portfolio
- Hotel / Hospitality

PROJECT FEATURES:

- Professional Homepage, Header & Navigation
- Hero Section, About Us, Services / Courses
- Features / Benefits, Image Gallery, Testimonials
- Call-to-Action Sections, Contact Page & Form
- Footer, Responsive Design, Social Media Integration
- Basic SEO, Image Optimization, Security & Backup
- Website Testing & Website Publishing

FINAL DELIVERABLES:

- Complete WordPress Website
- Website Design & Structure
- Configured Theme & Installed Plugins
- Responsive Layout & Contact Form
- Basic SEO Setup & Performance Checklist
- Security Checklist & Website Documentation
- Project Presentation



OUR LEARNING METHOD

LEARN → PLAN → DESIGN → BUILD →
CUSTOMIZE → TEST → OPTIMIZE → PUBLISH →
GROW

You don't just watch someone create a WordPress website.

You build it yourself.



ASSESSMENT & CERTIFICATION

- **Practical Assignments:** Tasks after major modules
- **Website Challenges:** Real-world problems
- **Project Evaluation:** Assessment of final project
- **Viva & Presentation:** Structure & design defense

90–100%	80–89%	70–79%	60–69%	Below 60%
A+	A	B+	B	Needs Improvement



Earn the Tech NextGen Academy Course Completion Certificate

OUTCOMES & WHY TECH NEXTGEN ACADEMY?



WHAT YOU WILL BE ABLE TO DO

- Understand how websites and WordPress work
- Install and configure WordPress
- Work confidently with the WordPress Dashboard
- Create and manage pages, posts & media
- Install and customize WordPress themes
- Build pages using Block Editor & Page Builders
- Create navigation menus, widgets & components
- Install plugins & create professional contact forms
- Customize colors, fonts, layouts & build responsive sites
- Apply security, backups, SEO & performance optimization
- Troubleshoot common issues & publish on live hosting
- Understand client workflows & build a portfolio



WHY TECH NEXTGEN ACADEMY?

- **PRACTICAL FIRST:** Learn by building actual websites rather than only studying theory.
- **PROJECT-BASED LEARNING:** Every major concept connects to practical website development.
- **BEGINNER-FRIENDLY:** Designed for learners from both IT and Non-IT backgrounds.
- **REAL-WORLD WORKFLOW:** Learn the same workflow used for real clients.
- **CAREER-FOCUSED:** Skills for freelancing, employment & entrepreneurship.
- **PROBLEM-SOLVING APPROACH:** Learn troubleshooting techniques.
- **PORTFOLIO DEVELOPMENT:** Complete a site for your portfolio.
- **PRESENTATION & ASSESSMENT:** Demonstrate skills via viva & project presentation.



NEXT LEARNING PATH

After Basic WordPress, continue your journey with:

Advanced WordPress → Advanced Theme Customization • HTML & CSS • JavaScript • PHP Fundamentals • WordPress Theme Development • WordPress Plugin Development • WooCommerce • E-Commerce Website Development • Advanced SEO • Website Security • Performance Optimization • WordPress Freelancing • Client Project Management • Digital Marketing • Full Stack Web Development



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Practical Computer & IT Training | Beginner-Friendly | Career-Focused

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BUILD WEBSITES.
BUILD YOUR FUTURE.**