

Gurukul Educational And Research Institute

SHIKSHA SANKUL, SAHASTRADHARA ROAD, NEARBY IT PARK,
DEHRADUN, UTTARAKHAND PIN CODE - 248013



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WORDPRESS DEVELOPER (Diploma)

Duration: 6 Months

Eligibility: 12th Pass / Basic Computer Knowledge

Mode: Theory + Practical + Live Website Project

Module 1 – Introduction to Web &

WordPress

- What is Website?
- Types of Websites (Static / Dynamic)
- Domain & Hosting
- Introduction to WordPress
- Installing WordPress (Local & Live Server)
- Dashboard Overview

Practical:

- Install WordPress
- Setup Basic Website

Module 2 – Themes & Customization

- WordPress Themes
- Free vs Premium Themes
- Theme Installation
- Theme Customization
- Header, Footer, Menu Setup
- Widgets

Practical:

- Create Business Website Layout

Module 3 – Plugins & Website Features

- What are Plugins?
- Installing & Managing Plugins
- Contact Form Setup
- SEO Plugin (Basic)
- Security Plugin
- Backup Plugin
- Speed Optimization

Module 4 – Page Builders

- Elementor (Basic to Advanced)
- Page Design
- Landing Page Creation
- Responsive Design
- Mobile Optimization

Module 5 – E-Commerce Website

- WooCommerce Installation
- Product Upload
- Payment Gateway Setup
- Shipping Setup
- Order Management

Practical:

- Create Online Store

Module 6 – SEO & Website Management

- Basic SEO
- On-Page SEO
- Website Backup
- Website Security
- Website Migration
- Website Maintenance

Project Work

- Business Website Creation
- E-Commerce Website Creation
- Portfolio Website
- Final Presentation & Viva

Examination Pattern

- Theory – 50 Marks
- Practical – 50 Marks
- Project – 50 Marks
- Viva – 50 Marks

Career Opportunities

- WordPress Developer
- Website Designer
- Web Executive
- Freelance Web Developer
- E-Commerce Website Manager
- Digital Marketing Assistant

