

ADVANCED WORDPRESS

Introduction

The WordPress Level 2 course expands upon the contents of the Level 1 course by offering an advanced comprehension of WordPress's backend features, including SEO upkeep and backup and recovery capabilities, in addition to a deeper grasp of plugins and how they may enhance your WordPress website. This course will teach you how to quickly launch your website with the aid of a quick WordPress installation guide; build a high-quality website by carefully assembling crucial subpages; install and manage plugins and widgets; install and design eye-catching themes for your website; create custom menus to enhance user experience; and upload multimedia files, including images, audio, and video, with ease.

Course outline

1. Advanced Theme Development

- Understanding Template Hierarchy
- The factors to consider when choosing a theme
- Installing and changing themes
- Using Conditional Tags for Dynamic Templates
- Introduction to Child Themes

2. Using page builders

- Designing Top Bar
- Designing the header
- Designing the footer

3. Custom blogging(post types and taxonomies)

- Registering Custom Post Types
- Adding Custom Taxonomies
- Displaying Custom Content on the Frontend
- Newsletters

4. Advanced Woo- Commerce

- Customizing WooCommerce Templates
- Creating and Managing Products
- Optimizing the Checkout Process

5. Feedback and discussions

- integrating forms on websites
- Gathering user feedback and data analytics
- content interaction and newsletters

6. Advanced plugin development

- Using Image Optimization Plugins
- Must have plugins 2024
- Updating Plugins Based on User Feedback and Best Practices

7. Performance optimization

- Cleaning and Optimizing the Database
- Implementing Caching Plugins
- SEO
- Implementing Lazy Loading

8. Website migration and deployment

- Introduction to web hosting
- Preparing for Migration
- Backup Strategies

9. Security enhancements

- User management
- Keeping WordPress Updated
- Hardening wordpress- Implementing Two-Factor Authentication

10. Becoming a developer

- Universal acceptable standards for websites
- Best practices
- Where to start and how to develop

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