



IDM TECHPARK
GUIDE'S FOR PERFECT CAREER PATHWAY



Wordpress Course Syllabus



N.S.D.C.
National
Skill Development
Corporation



About Us

IDMTECHPARK global retail & corporate training solutions provider in Coimbatore, Erode, Trichy & Salem that offers a comprehensive range of training and placement services for both fresher's and professionals seeking new opportunities. The company commenced its IT training business in 2016. A pioneer in IT education, over the years, we have trained over 50k students. Idmtechpark has a wide range of courses, maintains education standards & provides placement assistance.

www.idmtechparkcoimbatore.com
www.idmtechparkerode.com

+91 9585305700

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About IDMTECHpark Education Quality

IDMTECHPARK is managed and developed by industry specialists with more than 8 years of expertise in the field. IDMTECHPARK offers a staff of highly skilled professional trainers who deliver effective IT training in a friendly setting, concentrating on the needs of each individual to help them succeed in a demanding work world. In the book of career and success, our staff never leaves a page unturned.

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IDMTECHPARK's versatile instructor-led training class rooms and lower-class sizes enable people to engage more easily and absorb knowledge, resulting in remarkable results for both themselves and the organizations for which they work. Our training programmes are adaptable and customizable to ensure that each participant gets the most out of their time with us. IDMTECHPARK focuses in providing hands-on IT training in over 30 different courses.

- We teach in-demand courses
- We provide impactful learning material
- Our teachers are well-selected & trained
- We follow world-class teaching methods
- Our courses include E-Projects
- We conduct technical workshops
- Exams are held and based on Exams providing Certification
- Certificates are recognized the world over
- Our course timings are flexible



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Our Recent Placement

Idmtechpark assists students in getting job placements on successful completion of their courses. Idmtechpark also provides recruitment assistance to organizations. Idmtechpark students are shortlisted based on the organization's requirement. To make students job-ready, Idmtechpark conducts workshops e.g. How to do Group Discussions, how to behave in a Personal Interview. From time to time, job fairs & campus recruitments are conducted. Workplace skills such as time management, making effective presentations and communication skills are also provided. All this helps students find appropriate jobs in the IT industry while also helping save companies recruitment costs.

Krishnaveni M

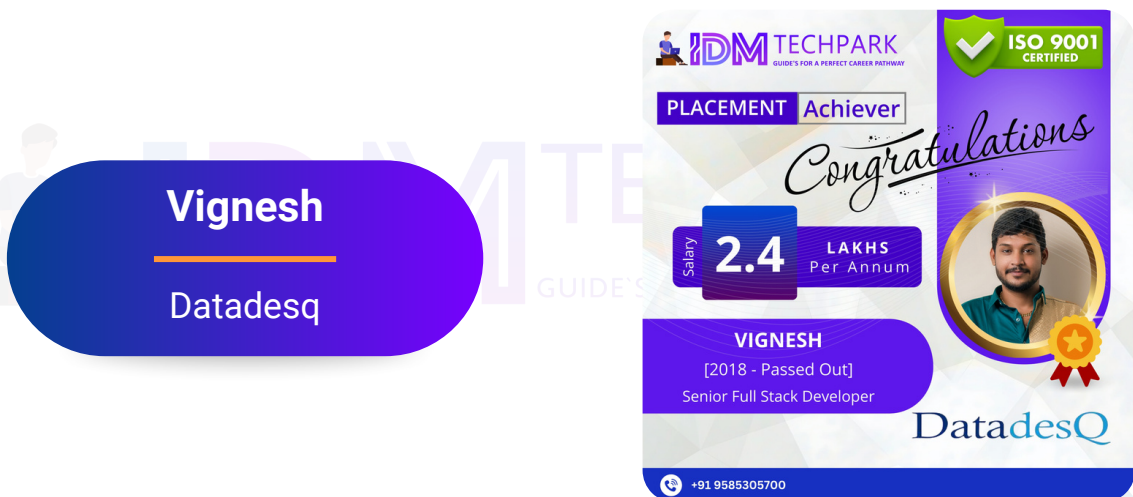
Frutterlabs





Joshwa

Xccessor



Vignesh

Datadesq



Madhumitha

Accenture

Keerthana

AJS



Brindha Boopathi

AJS



Kavın Kumar

AJS

Ajithkumar

AJS



Gowthami

Genpact



Surya

ZUCI

Pavithra

Vel Info Tech



Poovitha

Gray Matter



Ramesh

TDT

Siva Sankar
ST Cloudspark tech



Nabeel Hisham
VTail



Kalayarasan
Violet Infotech

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Our Alumni Working At



MODULE 1

Introduction to WordPress

- What is WordPress (WordPress.com vs WordPress.org)
- History & usage stats
- Why use WordPress?

MODULE 2

Setting Up WordPress Locally & Online

- Installing WordPress (XAMPP, Local by Flywheel)
- Manual vs one-click install
- Hosting & domain setup

MODULE 3

WordPress Dashboard Overview

- Admin Panel Tour
- Settings, tools, users, media
- Dashboard customization

MODULE 4

Themes and Theme Customization

- Installing free & premium themes
- Using Theme Customizer
- Theme options and widgets

MODULE 5

Pages, Posts & Categories

- Creating posts and pages
- Formatting content
- Categories vs tags

MODULE 6

Media Management

- Uploading & optimizing images/videos
- Image sizes & alt tags
- Creating galleries



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MODULE 7

Plugins – Install, Configure & Use

- Finding useful plugins
- Installing and activating plugins
- Plugin conflicts and updates

MODULE 8

SEO Basics for WordPress

- SEO-friendly permalinks
- Installing and configuring Yoast/Rank Math
- SEO for posts & images

MODULE 9

Comments, Spam & Moderation

- Managing comments
- Akismet anti-spam
- Disabling/enabling comments per post

MODULE 10

User Roles and Permissions

- Admin, Editor, Author, Contributor, Subscriber
- Adding & managing users
- Customizing roles with plugins

MODULE 11

Menus and Navigation

- Creating multi-level menus
- Adding custom links
- Menu widgets & mega menus

MODULE 12

Creating a Blog or News Site

- Blog layout and categories
- Featured images
- Sticky posts and excerpts

MODULE 13

Setting Up an Online Store with WooCommerce

- Installing WooCommerce
- Creating products, categories
- Cart, checkout, and payments

MODULE 14

Payment Gateways & Shipping

- PayPal, Stripe integration
- Tax & shipping zones
- Order management

MODULE 15

Creating Custom Forms

- Contact Form 7 / WPForms / Gravity Forms
- Validation & spam protection
- Form styling and integrations

MODULE 16

Page Builders (Elementor, WPBakery, etc.)

- Drag-and-drop editors
- Creating landing pages
- Reusable blocks and templates

MODULE 17

Theme Development Basics

- File structure (style.css, functions.php)
- Creating a child theme
- Template hierarchy

MODULE 18

Plugin Development Basics

- Plugin folder & main file
- WordPress hooks: actions & filters
- Creating simple functionality plugins

MODULE 19

Security in WordPress

- Secure login (2FA, CAPTCHA)
- Backup plugins (UpdraftPlus)
- Malware scanning & firewalls



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MODULE 20

Speed Optimization

- Caching plugins (W3 Total Cache, WP Rocket)
- Image optimization
- Database cleanup



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MODULE 21

WordPress Testing & Debugging

- WP_DEBUG
- Log files
- Debugging plugins and themes

MODULE 22

Email Marketing Integration

- Mailchimp / Sendinblue setup
- Signup forms
- Automating welcome emails

MODULE 23

Multilingual WordPress

- Using WPML or Polylang
- Translating themes and plugins
- Multi-language SEO

MODULE 24

Backup, Migration & Restore

- Using Duplicator/All-in-One Migration
- Manual backup and restore
- Moving from local to live server

MODULE 25

Final Capstone Project

- Create a full-featured website or blog
- Include theme customization, forms, e-commerce
- SEO, security, and performance implemented

Thank You

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