



Școala
informală
de IT

Building an e-commerce website

Curriculum

Școala Informală de IT

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Content:

1. Intro in Wordpress
2. WP Setup
3. Design and theme customization
4. Wordpress Dashboard
5. Plugins
6. Ecommerce
7. SEO & Online Marketing



1. Intro in Wordpress

- Building a custom website vs using platforms
- About Wordpress platform & Woocommerce
- About Our Project

2. WP Setup

- Tools (XAMPP, Filezilla)
- Domain & Hosting
- cPanel and PHPmyAdmin
- WP installation

3. Design and theme customization

- Theme installation
- HTML
- CSS
- Header and Footer customization

4. Wordpress Dashboard

- Build Pages & Posts
- Add Menus & Widgets
- Change Settings & Users



5. Plugins

- Sign up & Forms plugins
- Performance plugins
- Backup plugins
- Image Gallery plugins
- Social Media plugins
- Caching & Security plugins
- Others

6. Ecommerce

- Woocommerce installation
- Products
- Shop Admin Area
- Settings

7. SEO & Online Marketing

- Yoast
- Google Analytics
- Google Webmaster Tools
- W3 Total Cache