

T.C.S. Pvt Ltd



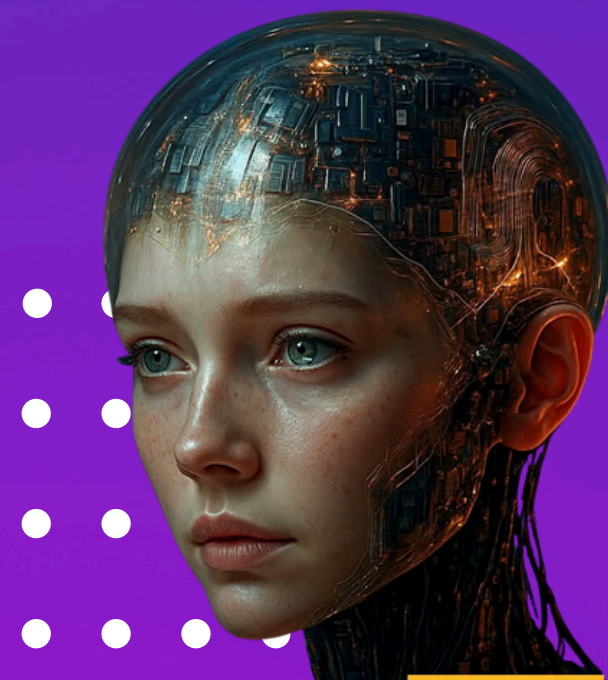
DIGITAL GURU RAJEEV

Website Planning and Creation using WordPress



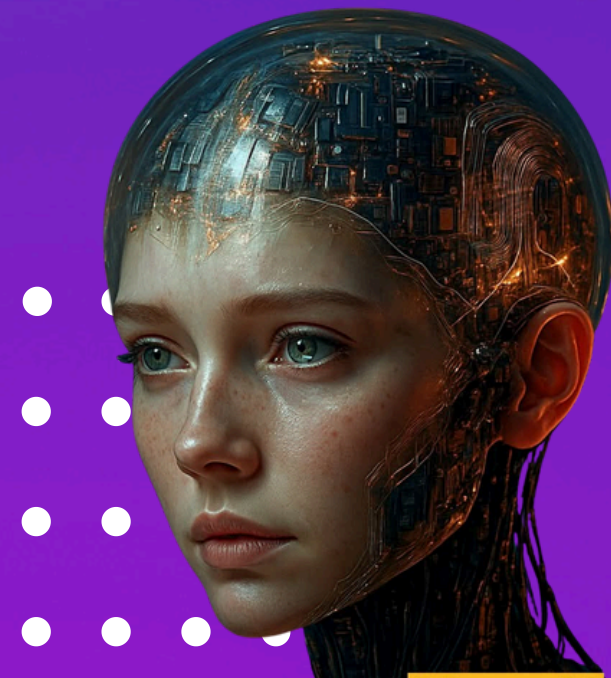
Learning Objectives

- 🖱️ Build a fully functional website using WordPress CMS.
- 🖱️ Topics:
- ✅ Website Basics & Planning
- ✅ Understanding Websites, Domains, and Hosting
- ✅ Planning Structure, Sitemap & Content Flow
- ✅ WordPress Setup
- ✅ Installing WordPress (Local or Live)
- ✅ Exploring the Dashboard
- ✅ Design & Customization
- ✅ Working with Themes & Page Builders (Elementor)
- ✅ Adding Pages, Menus, Media & Widgets
- ✅ Plugins & Functionality
- ✅ Essential Plugins: Contact Form, Rank Math SEO, Forms, Security, Backup
- ✅ SEO & Optimization Basics
- ✅ On-page SEO, Speed Optimization, and Security
- 🖱️ Practical Activity:
- 🖱️ Create and publish a complete WordPress business website.



•••• Introduction to Web & WordPress

-  Understanding the Internet, Websites, and Web Technologies
-  Types of Websites (Static vs. Dynamic, Blog, E-commerce, etc.)
-  Introduction to CMS (WordPress, Joomla, Drupal comparison)
-  WordPress Overview: Features, Dashboard, and Interface
-  Practical: Installing WordPress



✓ Understanding the Internet, Websites, and Web Technologies

- What is the Internet?

A global network of interconnected computers that communicate using standard protocols (TCP/IP).

Enables access to information, communication, and online services.

- What is a Website?

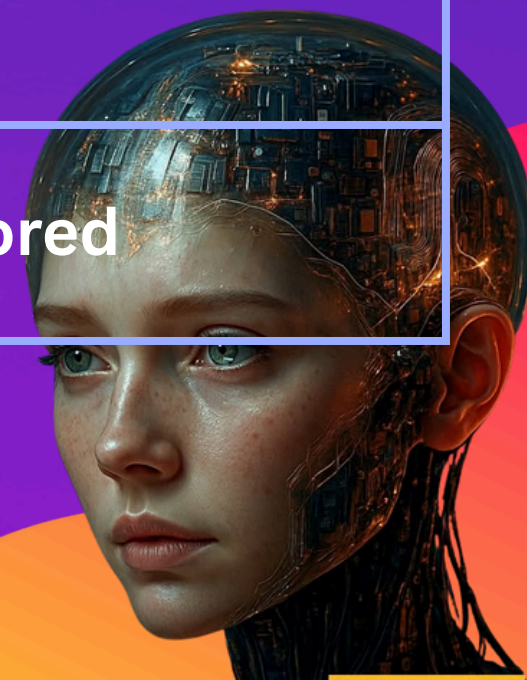
A collection of web pages accessible through a domain name (e.g., www.example.com).

Websites are hosted on web servers and displayed via web browsers.



Key Web Technologies

Component	Description
HTML	Structure of a webpage
CSS	Design and styling
JavaScript	Interactivity and functionality
Web Server	Hosts website files (e.g., Apache, Nginx)
Domain	Name Address users type to visit a site
Hosting	Space on a server where website files are stored



Types of Websites : Based on Functionality

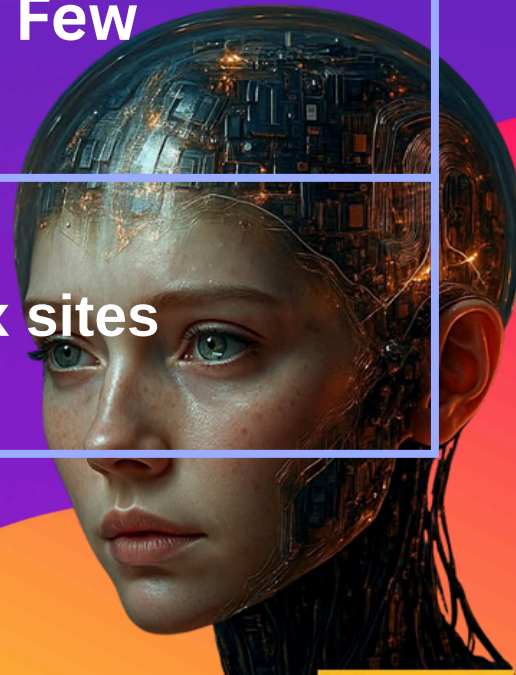
Type	Description	Example
Static Website	Fixed content, manually updated	Portfolio site
Dynamic Website	Content changes dynamically using databases	Facebook, news sites
Blog	Regularly updated articles or posts	WordPress blogs
E-commerce	Online buying and selling	Amazon, Shopify
Business Website	Company profile and services	Corporate sites
Portfolio	Showcase of work or projects	Artist portfolio
Educational	Online learning platforms	Coursera, school websites



Introduction to CMS (Content Management Systems)

A Content Management System allows users to create, edit, and manage website content without needing to code.

Feature	WordPress	Joomla	Drupal
Ease of Use	*****	***	**
Plugins & Themes	50,000+	Moderate	Few
Community Support	Excellent	Good	Few
Ideal For	Blogs, Business, E-commerce Portals, Forums	Large/Complex sites	Complex sites



WordPress Dashboard Overview

Dashboard – Overview & updates

Posts – Blog content

Pages – Static content

Media – Images and files

Appearance – Themes & menus

Plugins – Add new features

Settings – General configuration



Installing WordPress Online using Softaculous

Requirements

Before you start, you'll need:

A Domain Name (e.g., www.yoursite.com)

A Web Hosting Account with cPanel access (Softaculous must be available)

- Step 1: Log in to cPanel
- Go to your hosting control panel URL (e.g., yourdomain.com/cpanel)
- Enter your username and password from your hosting provider.
- Step 2: Open Softaculous App Installer
- Scroll down to the Software section in cPanel.
- Click on Softaculous Apps Installer or WordPress Manager by Softaculous.
- (Icon usually looks like a soft "S" logo or WordPress logo.)



Installing WordPress Online using Softaculous

- Step 3: Select WordPress
- In the Softaculous dashboard, you'll see many CMS options (Joomla, Drupal, etc.)
- Click on WordPress → then click Install Now.
- Step 4: Software Setup
- Fill out the installation form:
- ♦ Choose Installation URL
- Protocol: Select https:// if you have SSL, otherwise http://
- Domain: Choose your domain (e.g., yoursite.com)
- In Directory: Leave blank to install in the main domain (public_html), or add a folder (e.g., blog) if you want it under yoursite.com/blog.
- Step 5: Site Settings
- Site Name: Enter your website title (e.g., "My WordPress Site")
- Site Description: A short tagline (e.g., "Just another WordPress site")

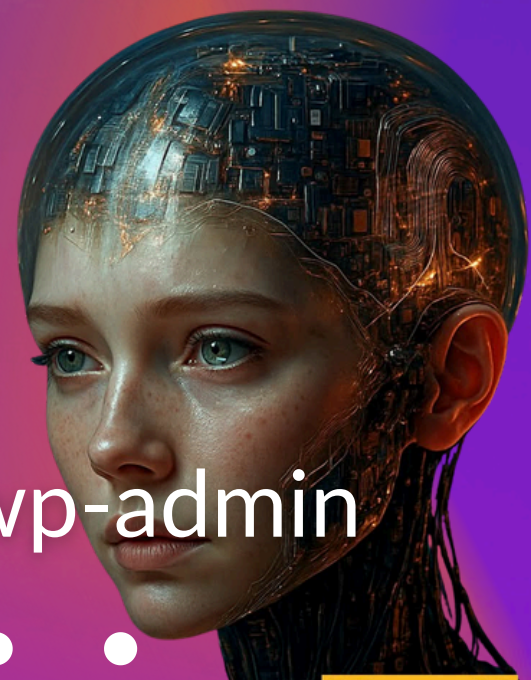


Installing WordPress Online using Softaculous

- Step 6: Admin Account
- Set your login credentials:
- Admin Username: Choose something unique (avoid “admin”)
- Password: Create a strong password
- Admin Email: Add a valid email for password recovery
- Step 7: Choose Language & Plugins (Optional)
- Select your site language (default: English).
- You can also choose to install plugins like:
- Limit Login Attempts
- Classic Editor (optional)
- Step 8: Select a Theme (Optional)
- Step 9: Click Install
- Step 10: Access Your Website
- After installation, you’ll get two URLs:
- Website URL: <https://yourdomain.com>
- Admin URL: <https://yourdomain.com/wp-admin>



You're Done!



- Now you can:
- Change your theme (Appearance → Themes)
- Add plugins for functionality
- Create pages and posts
- Configure site settings

 You're Done!



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 **DIGITAL GURU RAJEEV**

Thank You

Let's Get Connected!



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