



Wordpress Web Development Course

Learn to Create A Wordpress Landing Page from Scratch

What You'll Learn in This Course:

1. Why WordPress?

You will understand the benefits of using WordPress as the most popular and flexible Content Management System (CMS) for building websites. WordPress powers over 40% of all websites on the internet, making it a trusted and reliable platform for both beginners and advanced users.

2. Uses of Landing Pages:

You will learn how to create highly effective landing pages designed to convert visitors into customers. Landing pages are essential for specific campaigns, such as:

- Single Product Sales: Focused on selling a specific product.
- Service Booking: For clients to book appointments or services.
- Lead Generation: To collect information like emails or phone numbers from potential customers.

3. Buying a Domain & Hosting:

You'll get detailed instructions on how to purchase a domain name (your website's address) and secure reliable web hosting services. This is a foundational step for any website.

4. Downloading & Installing WordPress:

Learn how to install WordPress, whether you're doing it manually or using one-click installers provided by most hosting providers. You'll be able to set up WordPress on your domain with ease.



5. Themes:

- What Are Themes? Themes control the design and layout of your WordPress website.

You'll learn how to choose a theme that fits your website's goals.

- Save Time, But Not for Learning: Themes can speed up the design process, but understanding how to customize them is key to creating a unique site.
- Install Themes: Step-by-step guidance on how to install and activate WordPress themes.
- Customize Your Theme: Learn how to make adjustments to the appearance of your site through the WordPress Customizer.

6. Plugins:

- What Are Plugins? Plugins are small pieces of software that extend the functionality of WordPress. You'll learn how plugins can add features such as SEO optimization, social sharing, and contact forms.
- Installing Plugins: Learn how to search for, install, and activate plugins to enhance your website's functionality.

7. Elementor:

- What Is Elementor? Elementor is a powerful drag-and-drop page builder that simplifies website design. You'll learn how to use Elementor to design pages without writing code.
- Install Elementor: Get started with the free version of Elementor.
- Buy Elementor PRO: Learn the benefits of upgrading to the PRO version, which provides advanced features for greater flexibility and customization.



8. Creating Pages with Elementor:

- **Workspace:** Understand Elementor's workspace, including the structure, tools, and settings available for building custom pages.
- **Options & Elements:** Explore the different options available in Elementor, including widgets, sections, and columns, and learn how to use them effectively to build engaging pages.
- **Page Templates:** Learn how to use pre-designed page templates and customize them to suit your needs.

9. Setting Up the Header and Footer:

- **Menu & Logo:** Learn how to add and customize the website's navigation menu and logo to match your branding.
- **Copyright:** Add a copyright notice to the footer to ensure legal protection and professional presentation.

10. Sections Creation:

You will learn how to create different sections on your pages, including:

- **Call-to-Action (CTA) Sections:** Learn how to create eye-catching CTAs that encourage user interaction, such as clicking buttons or filling out forms.

11. WooCommerce Setup:

- **Store Setup:** Understand how to set up an online store using WooCommerce, one of the most popular eCommerce plugins for WordPress.
- **Shipping Setup:** Learn how to configure shipping options for physical products.
- **Add Products:** Add product listings to your store, including images, descriptions, prices, and stock.
- **Connect WooCommerce with CTA Button:** Learn how to integrate WooCommerce product pages with CTAs, making it easier for users to add products to their cart.



12. Lead Forms:

- **Creating a Lead Form:** Learn how to create and customize lead generation forms to collect customer information.
- **Setting Up Mail:** Set up email notifications to receive submissions from your lead forms.
- **Connecting Forms to CTA:** Understand how to integrate your lead form with CTAs, ensuring that visitors are prompted to take action.

13. Appointment Booking:

- **Lead Form with Time Selection:** Learn how to add appointment booking functionality, allowing users to select a date and time.
- **Connecting with CTA Button:** Link the booking form to your CTA buttons, enabling users to schedule appointments easily.

14. WhatsApp Chat Integration:

You will learn how to integrate WhatsApp chat into your website, allowing real-time communication with visitors and potential customers.

15. Payment Integration:

Learn how to integrate payment gateways like PayPal, Stripe, or other methods into your WooCommerce store, allowing you to accept payments online.

16. Buying Themes:

- **Choose the Right Theme:** Learn how to purchase premium themes that align with your website's goals.
- **Install and Set Up Themes:** Follow instructions on how to install, configure, and customize purchased themes for your website.



17. Template Kits:

You will explore the concept of Template Kits, which are pre-designed sets of templates that you can import into your WordPress site for quick and easy setup.

18. Setting Up Pages:

Learn how to set up essential pages for your website, such as the homepage, about page, contact page, and any additional pages specific to your business or project.

By the end of this course, you'll have the practical knowledge needed to create professional-looking websites, optimize them for better user engagement, and manage them effectively. Whether you're building a blog, a portfolio, a business website, or an online store, this WordPress course will give you the skills to succeed.



How to Join the Course ?

Step 1:

Go to: <https://elearnify.co.in/wordpress-website-development-course/>

Step 2:

Click on the "Join Now" button.

Step 3:

Enter your details and complete the payment.

Step 4:

After payment, check your email (including the SPAM folder) for the password setup email.

Step 5:

Visit <https://elearnify.co.in/> again, click on "My Learnings," and log in to access your course.

Happy Learning !