

Web Development Using WordPress with AI Integration | Duration: 1 Month

Week 1: Introduction to WordPress and Environment Setup

- Understanding WordPress:
- What is WordPress? Benefits and use cases
- WordPress.com vs. WordPress.org
- Setting Up the Development Environment:
- Installing XAMPP/Local by Flywheel for local development
- Setting up a database with phpMyAdmin
- Installing WordPress and exploring the admin dashboard
- Theme Selection and Customization:
- Choosing a theme (free/premium)
- Customizing the theme with the WordPress Customizer
- Introduction to page builders (Elementor, WPBakery, etc.)

Week 2: Content Management and Core Functionality

- Creating and Managing Content:
- Setting up pages and posts
- Using categories and tags for organization
- Managing media and optimizing images
- Menus and Navigation:
- Creating navigation menus
- Adding custom links and dropdowns
- Plugins and Widgets:
- Installing and configuring essential plugins
- Using widgets to enhance functionality

Week 3: AI Integration and Advanced Features

- Understanding AI in WordPress:
- Role of AI in enhancing websites
- Exploring popular AI plugins
- Integrating AI-Powered Features:
- Adding AI chatbots for instant support
- Using AI for content generation and optimization
- Integrating AI-based analytics and personalization tools
- Enhancing User Experience:
- Implementing contact forms and newsletter subscriptions
- Setting up SEO with AI-powered tools (e.g., Rank Math, Yoast SEO)

Week 4: Deployment and Project Completion

- **Testing and Optimization:**
- Checking responsiveness across devices
- Optimizing performance (caching, image compression)
- **Deployment:**
- Choosing a hosting provider and pointing the domain
- Configuring SSL for security
- **Final Project Presentation:**
- Showcasing the project
- Receiving feedback and making final tweaks
- **Wrap-Up and Key Takeaways:**
- Understanding post-launch maintenance
- Building a portfolio to showcase your project

Key Takeaways:

- Master WordPress setup, customization, and content management
- Integrate AI-powered features to enhance functionality and user experience
- Develop and deploy a complete, AI-integrated WordPress website
- Build a professional portfolio and prepare for real-world projects

**By the end of this course, you'll have a fully functional
AI-powered WordPress website — ready to go live and shine!**

Web Development Using WordPress with AI Integration | Duration: 2 Months

Week 1: Introduction to WordPress and Environment Setup

- Understanding WordPress: Basics, use cases, and ecosystem
- WordPress.com vs. WordPress.org: Key differences
- Setting up the development environment:
- Installing XAMPP/Local by Flywheel for local development
- Setting up a database with phpMyAdmin
- Installing WordPress and exploring the admin dashboard

Week 2: Theme Selection and Customization

- Exploring free vs. premium themes
- Installing and activating themes
- Customizing themes with WordPress Customizer
- Introduction to page builders (Elementor, WPBakery, etc.)
- Creating global settings (colors, typography, etc.)

Week 3: Content Management and Core Functionality

- Creating and managing pages and posts
- Structuring content with categories and tags
- Managing media files and optimizing images
- Configuring permalinks for SEO-friendly URLs

Week 4: Menus, Widgets, and Plugins

- Setting up navigation menus and adding custom links
- Using widgets for enhancing site functionality
- Exploring essential plugins:
- Contact Form 7
- SEO Plugins (Yoast SEO, Rank Math)
- Security and Backup Plugins
- Performance Optimization (caching, image compression)

Week 6: Implementing AI Features

- Adding an AI chatbot for instant user support
- Integrating AI-driven recommendation systems for personalized content
- Using AI for SEO optimization and automated content suggestions

Week 7: Testing, Optimization, and Security

- Ensuring cross-device responsiveness
- Optimizing website performance:
 - Caching, lazy loading, and image compression
- Implementing security best practices:
 - SSL configuration, backups, and malware scanning
- Conducting user experience testing and gathering feedback

Week 8: Deployment and Final Project

- Preparing for deployment:
 - Selecting a hosting provider
 - Configuring domains and DNS settings
 - Setting up SSL for website security
- Deploying the project to a live environment
- Final project presentation:
 - Showcasing the AI-integrated WordPress website
 - Receiving feedback and making final adjustments
- Portfolio building and career guidance

Key Takeaways:

- Master WordPress development and customization
- Integrate AI-driven features to enhance functionality and user engagement
- Build and deploy a fully functional WordPress website with AI capabilities
- Develop a strong portfolio and gain hands-on experience for real-world projects

By the end of this course, you'll confidently build,
optimize, and launch AI-powered WordPress websites,
h ready to tackle modern web development challenges!

Web Development Using WordPress with AI Integration | Duration: 3 Months

Week 1: Introduction to WordPress and Environment Setup

- Understanding WordPress: Purpose and applications
- WordPress.com vs. WordPress.org: Key differences
- Setting up a local development environment:
- Installing XAMPP/Local by Flywheel
- Setting up a MySQL database and phpMyAdmin
- Installing WordPress and exploring the admin dashboard

Week 2: Understanding Themes and Customization

- Exploring free and premium themes
- Installing and activating themes
- Customizing themes with the WordPress Customizer
- Introduction to page builders (Elementor, Divi, WPBakery)
- Creating global settings (colors, typography, and branding)

Week 3: Content Management and Website Structure

- Creating pages and posts
- Organizing content with categories and tags
- Managing media files (images, videos, PDFs)
- Configuring permalinks for SEO-friendly URLs

Week 4: Working with Menus, Widgets, and Plugins

- Setting up navigation menus and custom links
- Using widgets to enhance site functionality
- Exploring essential plugins:
- Contact Form 7 for forms
- Yoast SEO for search engine optimization
- Security plugins (Wordfence) and backup solutions
- Performance optimization plugins (WP Super Cache)

Week 6: AI Integration — Concept and Setup

- Introduction to AI and its applications in WordPress
- Exploring AI-powered plugins for:
- Chatbots
- Content generation and analysis
- Personalization and user behavior analysis
- Setting up AI API keys (e.g., OpenAI, Google AI)

Week 7: Implementing AI-Powered Features

- Adding an AI chatbot for customer support
- Integrating AI-based recommendation systems
- Using AI to optimize SEO and content suggestions

Week 8: Security, Performance, and Testing

- Implementing security measures: SSL setup, backups, and malware scanning
- Optimizing performance with caching and lazy loading
- Testing across devices and browsers
- Gathering user feedback and improving user experience

Week 9: Building the AI-Powered WordPress Website

- Planning the website architecture
- Integrating front-end, back-end, and AI functionalities
- Connecting WordPress with third-party APIs

Week 10: Testing and Debugging

- Conducting functional and performance testing
- Fixing bugs and optimizing code

Week 11: Deployment and Maintenance

- Preparing the website for launch
- Configuring domain and hosting
- Deploying the website to a live server
- Setting up automatic backups and regular maintenance tasks

Week 12: Final Project Presentation and Career Support

- Presenting the final project
- Building a portfolio
- Preparing for job interviews and freelancing opportunities

Industrial Training Curriculum

ANO-720, North Tower, Astra Tower, New Town,
Kolkata-700161, West Bengal



Key Takeaways:

- Master the art of creating professional WordPress websites
- Implement AI-powered features to enhance user experience
- Gain hands-on experience with real-world projects
- Launch your AI-powered WordPress website and add it to your portfolio

By the end of this course, you'll confidently build, deploy, and maintain AI-powered WordPress websites, ready to take on modern web development challenges!

Enroll Now & Master Web Development Using WordPress with AI Integration At TP Digital Technologies!