

WordPress Front-end Developer Training Program

Student Syllabus

Installation and Migration

- Wordpress Hosting Options
 - Local hosting: You install a webserver on your computer and host your own Wordpress site *locally*
 - Live hosting:
 - 2 Hosting companies we recommend:
 - SiteGround
 - Features:
 - Built in Dev area
 - 1 click restore points
 - Malware scanning
 - Can handle higher levels of traffic
 - Not Wordpress-specific
 - Free backup, CDN, and site transfer
 - Cost: Shared hosting as low as \$5/mo
 - WPEngine
 - Features:
 - WPEngine is the #1 shared hosting choice for larger websites.
 - WordPress-only
 - Starts at \$30/mo
 - No email support
 - Fastest servers
 - Most secure servers
 - Excellent support
 - No email support
 - Note on Hosting Platform: Use LINUX-based servers, not WINDOWS
 - Types of hosting:
 - Shared: Business
 - Reseller: To start your own hosting company
 - Virtual Private Server (“Managed server”): Most of management is done by the company
 - Dedicated Hosting: Entire server
- Installing Wordpress on a Dedicated Server
 - 1-Click Install
 - Quick & easy
 - Manual Wordpress Install

- Create database AND database user WITH All Privileges
 - Easiest to use cPanel's MySQL Wizard for this
 - Install file structure (upload Wordpress zip file and extract it) in cPanel using File Manager
 - Browse to website address and folder of Wordpress installation (<http://site.com/site1>). Then fill in your DB name, DB user, and DB password.
 - If Wordpress doesn't ask you for the DB details, change wp-config-sample.php instead:
 - Replace DB name, DB user, and DB password in wp-config-sample.php and rename the file to wp-config.php. May need to use localhost for DB name
- Local Development
 - ServerPress
 - DesktopServer
 - MAMP, XAMP, WAMP
- Migration of Website to Live Server
 - Duplicator plugin
 - Database creation process
 - File transfer process
 - BackupBuddy plugin
 - UpdraftPlus plugin
- Required Reading Material:
 - https://codex.wordpress.org/WordPress_Semantics
 - [https://codex.wordpress.org/Installing_WordPress#Things to Know Before Installing WordPress](https://codex.wordpress.org/Installing_WordPress#Things_to_Know_Before_Installing_WordPress)
 - [https://codex.wordpress.org/Installing_WordPress#Famous 5-Minute Install](https://codex.wordpress.org/Installing_WordPress#Famous_5-Minute_Install)
 - [https://codex.wordpress.org/Installing_WordPress#Detailed Instructions](https://codex.wordpress.org/Installing_WordPress#Detailed_Instructions)
 - [https://codex.wordpress.org/Installing_WordPress#Common Installation Problems](https://codex.wordpress.org/Installing_WordPress#Common_Installation_Problems)
 - [https://codex.wordpress.org/Installing_WordPress#Automated Installation](https://codex.wordpress.org/Installing_WordPress#Automated_Installation)
 - [https://codex.wordpress.org/Installing_WordPress in Your Language](https://codex.wordpress.org/Installing_WordPress_in_Your_Language)
 - [https://codex.wordpress.org/Installing_WordPress#Installing Multiple Blogs](https://codex.wordpress.org/Installing_WordPress#Installing_Multiple_Blogs)
 - [https://codex.wordpress.org/Installing_WordPress#Installing Multiple Blogs](https://codex.wordpress.org/Installing_WordPress#Installing_Multiple_Blogs)
 - [https://codex.wordpress.org/Installing_WordPress#Installing WordPress on your own Computer](https://codex.wordpress.org/Installing_WordPress#Installing_WordPress_on_your_own_Computer)
 - [https://codex.wordpress.org/Installing_WordPress#Easy 5 Minute WordPress Installation on Windows](https://codex.wordpress.org/Installing_WordPress#Easy_5_Minute_WordPress_Installation_on_Windows)
 - [https://codex.wordpress.org/Installing_WordPress#Installing WordPress at AWS](https://codex.wordpress.org/Installing_WordPress#Installing_WordPress_at_AWS)
 - [https://codex.wordpress.org/Installing_WordPress#Installing WordPress at DigitalOcean](https://codex.wordpress.org/Installing_WordPress#Installing_WordPress_at_DigitalOcean)
 - [https://codex.wordpress.org/Getting Started with WordPress](https://codex.wordpress.org/Getting_Started_with_WordPress)

Theme Options & Settings

- The Dashboard Overview (categories / topics)
 - What is the dashboard?
 - Dashboard > Home
 - What does each information panel do?
 - Screen Options button
 - Recommended plugins: Google Analyticator, Google Analytics Dashboard for WP
- Settings Overview
 - Settings area is typically for non-visual changes
 - Settings > General
 - Site title: Appears in browser title bar and throughout site
 - Tagline: Slogan which may appear throughout the site or not depending on your theme
 - Address: Do not change (in general) except for certain circumstances
 - Email: this is the main contact for the website
 - Default User Role: sets the standard user type for creating new users
 - Time Zone: better to use your CITY for this to adjust for time changes
 - Settings > Writing
 - Default post category: Sets the standard category that your posts are put into
 - The other functions in this area do not work well, so are recommended not to be used
 - Settings > Reading
 - Front page displays: This allows you to set the home page to display either a list of your Blog posts (“Your latest posts”), or a certain Page you’ve created. Some themes use the “Your latest posts” option as a way to display the theme’s default home page
 - Do not allow search engines to index this site: It’s better to hide your site using a plugin such as Ultimate Coming Soon Page if you’re just hiding the site during construction
 - Settings > Discussion
 - Third checkbox: This sets the option to allow or disallow comments in general.
 - Does not affect existing posts & pages – only new blog posts
 - Settings > Media
 - Controls the default image size options that are available when adding an image to a post or page
 - Settings > Permalinks
 - Controls the “addresses” or “slugs” that Wordpress assigns to each individual blog post you create. Best practice is to use “Post name” option.
- Users Overview
 - Individual user button on far right side of Admin bar

- Users area in Dashboard
 - User Roles:
 - Subscriber: This means the user is simply acknowledged as a member of the site / organization. This is commonly used for non-editing purposes such as “Members Only” websites
 - Contributor: Can submit blog posts for approval
 - Author: Can submit blog posts without approval
 - Editor: Can submit blog posts without approval and edit other Users’ blog posts
 - Admin: Has all permissions (install plugins, change major and minor site settings)
 - Username:
 - Don’t use “admin”
 - Use the “Display name publicly as” and/or the “Nickname” so your site displays an alias for you instead of your username
 - Username cannot be modified. Must create new user instead and remove the old user
- Themes Overview
 - What are themes?
 - A collection of files containing PHP code which determines the layout and look of your website. Since Wordpress stores your page and post content in a **database** (which is separate from your website’s **files**), we can easily switch themes and keep our posts & pages intact
 - How to install themes
 - Via Wordpress dashboard: Using the “Add New” button under Themes in the dashboard
 - Manually: Log into the File Manager of your web host and manually upload the plugin’s zip file to your /wp-content/plugins folder, then highlight the zip file in the File Browser and click Extract
- Plugins Overview
 - Installing plugins
 - Over 30K free plugins available
 - Wordpress.org: This is the official Wordpress plugin website. (<http://wordpress.org/plugins>). This site is the same as the “Add New Plugins” area in the dashboard, except Wordpress.org also has a “Support” tab
 - Managing plugins
 - Updates: Check your site and update plugins at least Weekly
 - Backup your site FULLY before doing plugin updates
 - If a plugin update causes your site to crash, simply log into your web server, go to the file manager, go to the /wp-content/plugins/ folder and rename or

download-and-delete the folder of the plugin whose update caused the crash

- Required Reading Material:
 - [https://codex.wordpress.org/Administration_Screens#Dashboard - Information Central](https://codex.wordpress.org/Administration_Screens#Dashboard)
 - https://codex.wordpress.org/Administration_Screens#Posts
 - https://codex.wordpress.org/Administration_Screens#Media
 - [https://codex.wordpress.org/Administration_Screens#Links - Putting the Inter in the Internet](https://codex.wordpress.org/Administration_Screens#Links)
 - https://codex.wordpress.org/Administration_Screens#Pages
 - https://codex.wordpress.org/Administration_Screens#Comments
 - [https://codex.wordpress.org/Administration_Screens#Appearance - Change the Look of your Blog](https://codex.wordpress.org/Administration_Screens#Appearance)
 - [https://codex.wordpress.org/Administration_Screens#Plugins - Add Functionality to your Blog](https://codex.wordpress.org/Administration_Screens#Plugins)
 - [https://codex.wordpress.org/Administration_Screens#Users - Your Blogging Family](https://codex.wordpress.org/Administration_Screens#Users)
 - https://codex.wordpress.org/Administration_Screens#Tools
 - [https://codex.wordpress.org/Administration_Screens#Settings - Configuration Settings](https://codex.wordpress.org/Administration_Screens#Settings)

Content Management

- Creating Pages/Posts
 - Ways to edit pages (“modes”):
 - Visual Mode: included with Wordpress, resembles Microsoft Word-style editing. Visual mode is known for having bugs and being difficult to work with
 - Text Mode: shows you the code behind your page content. Text mode is known for being difficult to work with
 - Page Builder Mode: This mode is provided by some themes and/or plugins. This is the best way to build pages due to its ease of use and lack of bugs
 - The best **free** Page Builder plugin is Page Builder by Site Origin
- Menus Overview
 - Edit Menu tab: allows us to add, remove, and modify menus
 - Menu Locations tab: allows us to associate a **menu** (which we create with the Edit Menu tab) with a **menu location**
- Widget Areas Overview
 - What is a widget? A widget is an object we can put into a widget area to display something (a plugin, a list of your Blog posts, or many other things)
 - What is a widget area? Widget areas are locations in the theme which we can use to display Widgets
- Plugin Recommendations
 - Security:
 - Wordfence Security
 - Contact Forms:
 - CForm Builder (easiest)
 - Contact Form 7 (best)
 - Gravity Forms (even easier, costs \$)
 - Backup:
 - UpdraftPlus (best free)
 - BackupBuddy (best Paid plugin)
 - Migrating:
 - Duplicator
 - BackupBuddy (paid)
 - SEO:
 - Yoast SEO (best)
 - All in One SEO (2nd best)
 - Analytics:
 - Google Analytics Dashboard for WP
 - Google Analyticator
 - Shortcodes:
 - Shortcodes ultimate

- Required Reading Material:

- <https://codex.wordpress.org/Pages>
- https://codex.wordpress.org/Writing_Posts
- <https://codex.wordpress.org/Pages>
- <https://codex.wordpress.org/Plugins>
- <https://codex.wordpress.org/Themes>
- https://codex.wordpress.org/WordPress_Widgets
- https://codex.wordpress.org/Plugins_Plugins_SubPanel
- <https://wordpress.org/plugins/>
- https://codex.wordpress.org/Theme_Development
- https://codex.wordpress.org/Using_Themes

Website Customization

- Avada Theme
 - What makes Avada the best?
 - Extensive Theme Options
 - Individual Page Options
 - Built-In Features such as Fusion Page Builder, Pre-Built Page Layouts, and 1-Click Demos.
- Child Themes
 - What is a child theme?
 - What is a parent theme?
- CSS
 - Basic CSS Syntax
 - Selector
 - Declaration
 - Most common declarations (examples):
 - Font-size: XXpx;
 - Changes an element's font size
 - Color: blue;
 - Changes the font color ("foreground" color)
 - Background-color: red;
 - Changes the background color
 - Line-height: 20px;
 - Adjusts the line height of text
 - Most effective declarations (examples):
 - Display: none;
 - Hides an element from displaying
 - Working with FireBug
 - How to "open" FireBug (right-click on a page element in browser)
 - The different information panels in FireBug (HTML panel, CSS panel)
 - Desktop CSS
 - Desktop CSS means either writing CSS that uses no media query, or uses a media query that targets "large" displays.
 - Responsive CSS
 - Common screen widths: 768px for iPad
 - What are breakpoints? Points at which the display of a website changes to accommodate mobile devices
 - Media queries
 - Syntax & Media queries for common device types ([link](#))
 - Custom Post Types

- If your theme has these built in, they're easy to use. Otherwise, we can add them using a pre-made plugin. Or we could also add them manually by writing code - then we also would need to create a template file (using PHP) to display the custom posts
- PHP Basics:
 - PHP Syntax & Meaning of PHP
 - How Wordpress' files are composed (using PHP)
 - Where wordpress template files are located and their structure
- Required Reading Material:
 - <http://codex.wordpress.org/CSS>
 - http://codex.wordpress.org/Finding_Your_CSS_Styles
 - http://codex.wordpress.org/CSS_Troubleshooting
 - http://codex.wordpress.org/CSS_Fixing_Browser_Bugs
 - <https://make.wordpress.org/core/handbook/coding-standards/css/>
 - http://codex.wordpress.org/CSS_Shorthand
 - http://codex.wordpress.org/Know_Your_Sources#CSS
 - http://codex.wordpress.org/Conditional_Comment_CSS
 - http://codex.wordpress.org/Validating_a_Website
 - http://codex.wordpress.org/Child_Themes
 - http://codex.wordpress.org/Theme_Development
 - <https://managewp.com/how-to-create-a-child-theme>
 - <http://wpsites.net/wordpress-themes/how-to-make-your-own-child-theme-for-wordpress-beginners-guide/>
 - <http://www.hongkiat.com/blog/wordpress-child-themes-dev/>
 - <http://premium.wpmudev.org/blog/customizing-your-wordpress-theme-using-firebug/>
 - <http://code.tutsplus.com/tutorials/child-themes-basics-and-creating-child-themes-in-wordpress--wp-27475>
 - <http://code.tutsplus.com/tutorials/how-to-modify-the-parent-theme-behavior-within-the-child-theme--wp-31006>
 - <https://wordpress.org/plugins/child-themify/>
 - <http://techblog.kiodle.net/2014/04/12/wordpress-child-themes-the-whys-and-hows/>
 - http://codex.wordpress.org/Post_Types
 - <http://justintadlock.com/archives/2014/07/25/custom-post-type-standards>
 - <http://generatewp.com/post-type/>
 - <http://justintadlock.com/archives/2010/02/02/showing-custom-post-types-on-your-home-blog-page>
 - <https://wordpress.org/plugins/post-types-order/>
 - <http://web-profile.com.ua/wordpress/docs/custom-post-types/>
 - <http://alistapart.com/article/responsive-web-design>
 - <http://dotmobi.mobi/about>
 - <http://dotmobi.mobi/about/our-domains>
 - <http://dotmobi.mobi/about/registant-faqs>
 - <http://dotmobi.mobi/why-mobi>

- <https://wordpress.org/plugins/mobiloud-mobile-app-plugin/>
- <https://wordpress.org/plugins/wptouch/>
- <https://wordpress.org/plugins/worona/>
- <https://wordpress.org/plugins/wpsmart-mobile/>
- <https://wordpress.org/plugins/auto-mobile-theme-switcher/>

SEO Site Optimization

- SEO Intro
 - What is SEO
 - Why it Matters
 - Optimizing Your Homepage
- Internal SEO Efforts
 - SEO Plugins
 - Yoast SEO: The best plugin for SEO in Wordpress
 - All in One: The second best plugin for SEO in Wordpress
 - SEO Rank Reporter Plugin:
 - Squirrely SEO plugin reports your individual pages' & posts' SEO scores
 - Your Meta Information
 - XML Sitemaps
 - SEO for Blog Pages and Posts
 - Content Extension
 - Blogging for SEO Results
- Our SEO 13 Step Program
 - Choose the *right* keyword (or keyword phrase).
 - You may include a location-based keyword as well to target users in a specific location.
 - Add the keyword to your page/post using the 13 Steps to SEO Optimization below:
 1. Page Title
 2. Permalink
 3. Heading (H tag) 1,2,3
 4. Bolded (in a paragraph)
 5. Italics (in a paragraph)
 6. As anchor text, backlinked to homepage (in a paragraph)
 7. Headline / Bullet Points
 8. Image title, caption and alt text
 9. Keyword density
 10. Description meta
 11. Category
 12. Tag
 13. + Minimum text content of 300 words. Recommended amount: 1200
- Site Speed
 - Site speed is a crucial factor used by search engines to place you in the search results. Fast sites are typically at the top of search results – slow sites are usually below them
 - Ways to increase site speed
 - Plugins

- W3 Total Cache: Optimizes several aspects of your site to make it run faster
 - WP Smush: Optimizes your images so they load faster
 - Paid Services
 - CDN: Content Delivery Network
 - KeyCDN.com: Cheap, fast, reliable, easy to set up with W3 Total Cache plugin
 - Clean up your Wordpress installation
 - Remove unnecessary media items, plugins, pages, posts, menus, categories, tags, and anything else not in use on your site
- SEO Tips & Best Practices
 - Don't do black hat or gray hat SEO methods
 - Black hat: Link stuffing
 - Gray hat: Link farms & mass ping sites
 - Google Analytics
 - Incredibly important for monitoring website stats.
 - Keyword Planner
 - Essential in choosing the *right* keywords to target with SEO plugins
- External SEO Efforts
 - SEOmoz
 - SEO Companies Go-to Toolset
 - Comparative Analysis
 - Errors, Warnings, Page Grades and Notices for Every aspect of your site and your competitors
 - Keyword Rankers
 - Backlinks
 - Viral backlinks
 - Disavow Tool
- SEO & Social Media
 - Backlinking from Social Media platforms to optimized posts
 - FREE!
 - Quality Backlinks
 - Plugins to automate blogging distribution
 - Plugins
 - SNAP Social Networks Auto Poster
 - Free – automates the posting of your existing blog posts to social networks
 - Services
 - Hootsuite
 - External service
- Required Reading Material:

- <http://moz.com/beginners-guide-to-seo>
- <http://moz.com/beginners-guide-to-seo/how-search-engines-operate>
- <http://moz.com/beginners-guide-to-seo/how-people-interact-with-search-engines>
- <http://moz.com/beginners-guide-to-seo/why-search-engine-marketing-is-necessary>
- <http://moz.com/beginners-guide-to-seo/basics-of-search-engine-friendly-design-and-development>
- <http://moz.com/beginners-guide-to-seo/keyword-research>
- <http://moz.com/beginners-guide-to-seo/how-usability-experience-and-content-affect-search-engine-rankings>
- <http://moz.com/beginners-guide-to-seo/growing-popularity-and-links>
- <http://moz.com/beginners-guide-to-seo/search-engine-tools-and-services>
- <http://moz.com/beginners-guide-to-seo/myths-and-misconceptions-about-search-engines>
- <http://moz.com/beginners-guide-to-seo/measuring-and-tracking-success>
- Video - [SEO Training Videos](#) (you must be registered)

Security

Extremely Important: Backup Your Site

When it comes to Wordpress security, an ounce of prevention is worth a pound of cure. So keep your site secure and backed up – and you'll never have to deal with a catastrophe. And if you do, you'll have a solid backup to save you.

Keeping Your Site Secure

- Use a Security plugin (Wordfence)
 - Scan your site using Wordfence to make sure there's no suspicious files detected.
 - Also use the plugin's built-in real-time security features (Firewall)
- Set up automated backups to the cloud (BackupBuddy, Updraftplus)
 - If your backups are stored on the same web server as your website, the backups could become infected if your site becomes infected
- Keep your plugins, your Wordpress core, and your themes up to date (weekly maintenance).
 - Check at least weekly to make sure your plugins, themes, and Wordpress core are all up to date. Also make sure your site is creating backups like it should be
- Hide the login page ("Rename wp-login.php" plugin)
 - Hide the wordpress login page by renaming it to anything – so threats can't even find the front door

Security Plugins

- Wordfence
 - This is the best security plugin for Wordpress. It's the easiest to use. You can scan your site for vulnerabilities with this plugin. It also has a Firewall and login protection
- BulletProof Security
 - This is the second best plugin for Wordpress. It's not as easy to use as Wordfence

External Security Scanner Websites

- Sucuri Sitecheck - <https://sitecheck.sucuri.net/>
 - Scans your site for known security issues. Check the Links section of the results to make sure no unexpected links appear (examples: /online-casino/, /gambling-online/, /adult-link/). This would indicate a malware infection
- UnmaskParasites.com - <http://www.unmaskparasites.com/security-report/>
 - Checks your site for hidden links to other websites, which is an indicator of malware

How to Secure an unsecure Wordpress Site

- Backup your site
 - Use Updraftplus, BackupBuddy, or your web host's control panel (if they provide this feature)
- Scan your site using Wordfence
- Remove malicious files and/or files you're not familiar with

- Update all plugins/scripts to newest versions
- Update Wordpress to the latest version or reinstall if already latest
- Change passwords on accounts or delete unused ones
- Fix dangerously writeable permissions
- Hide your configuration files
- Tweak your php.ini file
- Connect to your account using a secure network
- Make sure your local computer is secure
- Anti-Virus applications
 - Windows
 - Mac
 - Linux

Password Strength and Regular Updating

- Make sure your passwords are STRONG
 - Search google for “password generator” and use a strong password
 - Or, create your own strong password with a sentence that’s familiar to you, and use the first letter of each word as your password. Example: “**I have one dog named Fido!**” could be “**Ih1dnF!**” as your password.
- Update your passwords periodically and they’ll stay safe and known only to you
- Consider using a secure password-keeper such as LastPass
- In Wordpress, never use the username “admin”. Create a new user to replace the unsafe “admin” username
- Required Reading Material:
 - http://codex.wordpress.org/Hardening_WordPress

Multisite

Setup and management of multiple sites. Most aspects of Wordpress remain the same – except for plugins and themes. Plugins and themes are SHARED by all sites in the multisite installation. So plugins can be enabled for all sites, no sites, or only certain sites.

Advantages of Multisite Networks

You can easily create a new website under your multisite network

Disadvantages of Multisite Networks

All your eggs are in one basket:

- So if one site gets infected, all sites get infected
- Also, if any problem occurs with the core wordpress files, all sites will be affected

Managing Multisite Networks

- Creating users
- Sharing themes and plugins across sites
- Backing up and protecting multisites
 - Multisite networks have special plugins designed for them. Just search the Wordpress plugin repository for multisite clone or multisite backup
- Migrating multisite to single site and vice versa
- Required Reading Material:
 - http://codex.wordpress.org/Moving_WordPress
 - http://codex.wordpress.org/Before_You_Create_A_Network
 - http://codex.wordpress.org/Create_A_Network
 - http://codex.wordpress.org/Migrating_Multiple_Blogs_into_WordPress_3.0_Multisite
 - http://codex.wordpress.org/Giving_WordPress_Its_Own_Directory

eCommerce Training

- Woocommerce and Woothemes
- Product Information
 - SKU and UPC
- Pricing and Taxes
 - Regular
 - Sale
 - Shipping Class
 - Weight
 - Dimensions
 - Packaging
- Payment Gateways and Banking
 - Direct Bank Transfer
 - Cheque
 - PayPal
 - COD (Cash on Deliver)
 - Credit Card
- Shipping Solutions
 - USPS
 - Fedex
 - UPS
 - Fulfillment Center(s)
- Customer Information
- Inventory
- Featured Products, Up-sell, and Cross-sell
- Coupons
 - Discount type:
 - Cart \$
 - Cart %
 - Product \$
 - Product %
 - Coupon Amount (\$ or %)
 - Individual use (cannot be used with other coupons)?
 - Apply before tax?
 - Enables free shipping?
 - Minimum order amount
 - Included and Excluded products
 - Included and Excluded categories
 - Allow these customer emails
 - Usage limit (number of times can be used before void)
 - Expiration date

- Reports
 - Sales
 - Total sales
 - Total orders
 - Average order total and items
 - Discounts used
 - Total shipping costs
 - Total customers and sales
 - Total guests sales and orders
 - Average orders per customer
 - Stock
- Settings
 - Base country/region
 - Currency
 - Allowed countries
 - Localization
 - Checkout
 - Security
 - Coupons
 - Registration
 - Customer accounts
 - Styling
 - Demo mode
 - File Download method
 - Download access restrictions
- Using other eCommerce Systems with WordPress
 - Shopify
 - Volusion
 - Bigcommerce
 - Magento
 - Etsy
 - Paypal Buy-Now Buttons
 - Custom Code
- Required Reading Material:
 - Installation & Updating:
 - <http://docs.woothemes.com/document/woocommerce-endpoints-2-1/>
 - <http://docs.woothemes.com/documentation/plugins/woocommerce/woocommerce-extensions/>
 - <http://docs.woothemes.com/document/installing-and-activating-woocommerce-extensions/>
 - Settings & Options:

- <https://docs.woothemes.com/document/configuring-woocommerce-settings/>
- <http://docs.woothemes.com/document/setting-up-taxes-in-woocommerce/>
- Setup Products:
 - <http://docs.woothemes.com/document/managing-products/>
 - <http://docs.woothemes.com/document/managing-product-taxonomies/>
 - <http://docs.woothemes.com/document/using-the-appropriate-product-image-dimensions/>
 - <http://docs.woothemes.com/document/product-variations/>
- Sell Products:
 - <http://docs.woothemes.com/document/premium-payment-gateway-extensions/>
 - <http://docs.woothemes.com/document/setting-up-taxes-in-woocommerce/>
 - <http://docs.woothemes.com/document/related-products-up-sells-and-cross-sells/>
- Shipping:
 - <http://docs.woothemes.com/document/product-shipping-classes/>
- Managing Orders:
 - <http://docs.woothemes.com/document/managing-orders/>
- Sales Reports:
 - <http://docs.woothemes.com/document/reports/>
 - <http://docs.woothemes.com/document/dashboard-widgets/>

WordPress Back-end Developer Training

Core Technologies

- The Internet
- IP Protocols
- Routing
- Client/Server
- Internet Services
 - WWW/HTTP/Apache
 - Mail/SMTP/POP/IMAP
 - DNS/Nameservers
 - /etc/services
- Servers
- Physical vs Virtual
- Operating systems
- Linux Basics
 - Command Line
 - The Shell
 - SSH
 - Starting/Stopping services

- The WordPress Stack
- WordPress + LAMP (MAMP, XXAMP)
- Web servers
 - Apache/NGINX
 - Virtual Servers
 - PHP Modules
 - Other important modules
- Database Servers
 - MySQL/MariaDB
- Security
 - SSL/HTTPS
 - Firewalls
- Performance
 - Caches/CDN
 - Server

WordPress Development Workflow

- Local Development
- Installing MAMP (Lab)
- Installing PHPStorm (Lab)
- Other development environments: Docker, VVV
- Dependency Management & Workflow Automation
 - npm/grunt
 - Composer
- HTML Tag Review
- PHP Basics
- Create a child theme (Lab)
- Using Git
- Mr Potato Head: How to Write a WordPress Plugin
 - The WP Plugin Boilerplate
 - Coding Standards
 - Naming and version numbering
 - File Header API

- Add a shortcode
 - Shortcode API
 - Using the PHPStorm Debugger
- Add a setting (lab)
 - Options API
 - Settings API
- Add a Widget
 - Widget API
 - Using Hooks
- Creating Custom Post Types
 - Custom Fields
 - Metadata API
 - Metabox API
 - Custom Taxonomies
- Add a stylesheet
 - CSS Basics
 - SASS
- Add javascript
 - Quick Tags API
 - Javascript Basics

- Localization
 - Using localization functions
 - How to translate a theme or plugin
 - Localizing client-side strings
- Media Library
 - Images in WordPress
 - Responsive Images
 - Images and performance
 - Filesystem API
 - Database API
- Front End Development
 - Using jQuery
 - Connecting the backend
 - AJAX
 - WordPress REST API
 - Adding endpoints
 - Rewrite API
 - Javascript UI Frameworks (Angular, Vue, React)
- Optimizing for Security, Accessibility, SEO, and Performance
 - Transients API
 - XML-RPC API
 - Semantic Content
- WordPress Theme Development

Deployment and Automation

- Deployment: Development to Staging
- Deployment: Staging to Production
- Automation
 - Grunt
 - Composer
 - WP-CLI
 - Unit Testing