



# WordPress With AI & SEO

This course teaches learners how to build professional websites using WordPress and rank them on Google using SEO techniques. Students will gain practical skills to create blogs, business websites, portfolios, and eCommerce sites with real-world SEO implementation.

[WWW.NORTHBOUND.CO](http://WWW.NORTHBOUND.CO)

**DURATION**  
**4 : Month**



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# Course Contents

## Module 1: Introduction to WordPress & SEO

- What is WordPress?
- Types of websites using WordPress
- Introduction to SEO
- How SEO works with WordPress
- Domain, Hosting & Website Structure

## Module 2: Domain & Hosting Setup

- Choosing the right domain name
- Types of hosting (Shared, VPS, Cloud)
- Connecting the domain with the hosting
- Installing WordPress
- WordPress dashboard overview

## Module 3: WordPress Basics

- Posts vs Pages
- Categories & Tags
- Media (Images, Videos, PDFs)
- Permalink settings (SEO friendly URLs)
- User roles & permissions

## Module 4: WordPress Themes & Design

- Free vs Premium themes
- Installing & customizing themes
- Mobile-responsive design
- Header, Footer & Menu creation
- Page builders (Elementor / Gutenberg)

## Module 5: Essential WordPress Plugins

- What are plugins?
- SEO plugins (Yoast / Rank Math)
- Security plugins
- Speed & cache plugins
- Backup & contact form plugins

## Module 6: On-Page SEO with WordPress

- Keyword research basics
- SEO-friendly content writing
- Title tags & meta descriptions
- Image SEO (Alt tags, compression)
- Internal linking strategy
- URL optimization

## Module 7: Technical SEO for WordPress

- XML sitemap creation
- Robots.txt setup
- Website speed optimization
- Mobile-friendly testing
- Fixing crawl & index issues
- HTTPS & SSL setup

## Module 8: Content Creation & Blogging

- SEO blog structure
- Headings (H1–H6) optimization
- Content readability & UX
- Plagiarism-free writing
- AI tools for content (ethical use)

## Module 9: Off-Page SEO Basics

- Backlinks introduction
- Local SEO basics
- Google Business Profile setup
- Social media integration
- Brand authority building

## Module 10: WordPress Security & Maintenance

- Website security best practices
- Malware protection
- Regular updates
- Backup & restore
- Website performance monitoring

## Module 11: eCommerce with WordPress

- Introduction to WooCommerce
- Product creation
- Payment gateway setup
- SEO for product pages
- Order & customer management

## Module 12: Live Project & Case Study

- Create a complete SEO-optimized website
- Keyword research to ranking strategy
- Website audit & improvements
- Final project presentation

## Notes

### Who Can Join

- Students & freshers
- Business owners & entrepreneurs
- Freelancers & digital marketers
- Anyone who wants to build & rank websites

### Course Duration

- 2–3 Months (60–90 Hours)
- Theory + Practical
- Live Projects

### Tools Covered

- WordPress CMS
- SEO Plugins (Yoast / Rank Math)
- Google Analytics (Basic)
- Google Search Console (Basic)
- AI tools for content & design