



SEVENSTARDEVELOPER

# WORDPRESS POWER SESSIONS

— (WEEKEND EDITION) —

— DAY 11 —



Time: 11:00 AM – 12:00 PM



Live on Zoom



Meeting ID: 767 8243 7426



Passcode: 123



Er. Chandrashekhar Yadav – WordPress Trainer & Full Stack Developer



# WordPress Training: Beginner to Advanced – Day 11

## Session Overview

Welcome to Day 11 of the WordPress Training: Beginner to Advanced program.

This session focuses on WooCommerce fundamentals to advanced store setup, helping learners build, manage, and optimize a complete online store using WordPress.

## Learning Objectives

- Understand what WooCommerce is and how it works
- Install and configure WooCommerce correctly
- Create and manage products and categories
- Set up payments, shipping, and discounts
- Manage orders efficiently
- Apply basic SEO, security, and performance best practices

## Topics Covered (Day 11)

### 1. Introduction to WooCommerce

- What is WooCommerce
- Real-world use cases
- Benefits of WooCommerce

### 2. WooCommerce Installation & Setup

- Plugin installation
- Store setup wizard
- Currency, tax & address settings

### 3. Product Management

- Simple, Variable & Digital products
- Categories and variations

### 4. Payment Gateway Setup

- COD
- Razorpay / Paytm
- PayPal / Stripe

### 5. Shipping Configuration

- Flat rate
- Free shipping
- Local pickup

## 6. Coupons & Discounts

- Percentage and fixed discounts
- Free shipping coupons

## 7. Order Management

- Order status workflow
- Refund basics

## 8. WooCommerce SEO Basics

- SEO-friendly URLs
- Image optimization

## 9. Security & Performance

- SSL
- Hosting
- Caching

### Session Format

- Live training
- HTML-based presentation
- Practical demos

### Learning Outcome

After Day 11, learners can confidently build and manage a WooCommerce store.

### Next Session

Day 12: Advanced WooCommerce features, automation, and growth strategies.