



# WORDPRESS POWER SESSIONS

(WEEKEND EDITION)

— DAY 11 —

 Time: 11:00 AM – 12:00 PM

 Live on Zoom

 Meeting ID: 767 8243 7426

 Passcode: 123

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## 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.