

Mastering WordPress: Development & Monetization

A complete guide to building professional WordPress websites and turning your skills into income. Built for beginners and aspiring developers.

Programming Instructor: Tyler Brennan • 5 sections • 50 lessons • 18.00h total

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About this course

WordPress powers a huge portion of the websites you visit every day, yet most people never learn how it actually works under the hood. If you have tried setting up a site and felt lost choosing themes, installing plugins, or figuring out how to make money from your skills, you are not alone. This course walks you through every step, from your first install to advanced development techniques.

You will learn how to build professional websites using modern WordPress tools, write custom code with PHP and JavaScript, optimize performance and security, and apply real monetization strategies that work today. The format includes step-by-step video lessons, real-world case studies, hands-on coding sessions, and practical business guidance for freelancing or launching digital products.

Course curriculum

WordPress Fundamentals & Setup

- **What WordPress Is and Why It Dominates the Web (18m)**
We cover the history of WordPress, the difference between WordPress.org and WordPress.com, and why so many businesses and creators choose it as their platform.
- **Choosing Your Domain Name and Hosting Provider (22m)**
A step-by-step walkthrough for picking a domain name that works for your brand and selecting a hosting provider that fits your budget and traffic needs in 2026.
- **Installing WordPress: One-Click vs Manual Setup (15m)**
We go through both installation methods so you can get WordPress running on your server with confidence, including common mistakes to avoid.
- **Navigating the WordPress Dashboard (12m)**
A guided tour of every major section of the admin area, including how to find what you need quickly and customize the dashboard for your workflow.
- **Understanding Posts, Pages, and the Media Library (18m)**
We break down the key content types in WordPress, when to use each one, and how to manage images, videos, and documents effectively.
- **Core Settings: Permalinks, Reading, and Discussion (10m)**
You will configure the settings that affect how your site looks to visitors, how search engines find your content, and how comments behave.
- **Themes, Plugins, and the Block Editor Overview (25m)**
We cover how themes control your site's appearance, what plugins do, and introduce the block editor (Gutenberg) so you can start building pages right away.

Building a Website from Scratch

- **Selecting a Modern Responsive Theme (18m)**
We compare free and premium themes, explain what to look for in code quality and mobile responsiveness, and narrow down the best options for different project types.
- **Installing and Customizing Your Theme (22m)**
You will install your chosen theme and walk through the Customizer and Site Editor to adjust colors, fonts, layouts, and branding elements.
- **Creating Your Homepage with the Block Editor (28m)**
A hands-on session where we build a complete homepage using blocks, patterns, and reusable components. Includes layout tips and common design mistakes.
- **Building Essential Pages: About, Services, Contact (25m)**
We create the core pages every professional site needs, including a contact form setup and how to write copy that connects with visitors.
- **Setting Up a Blog and Content Structure (18m)**
You will learn how to organize blog posts with categories and tags, set up an archive page, and structure content for readers and search engines.

- **Working with the Site Editor and Global Styles (22m)**
We go deeper into full-site editing, covering template parts, style variations, and how to maintain a consistent look across every page.
- **Creating and Managing Menus and Navigation (12m)**
This lesson covers navigation menus, mobile-friendly hamburger menus, and how to set up clear pathways for your visitors.
- **Using Widgets and Sidebars Effectively (15m)**
We explore widget areas, sidebar configurations, and footer widgets so your site has useful secondary navigation and content blocks.
- **Essential Plugins for Security and Backups (18m)**
You will install and configure security plugins, set up automated backups, and learn basic practices to keep your site safe from common threats.
- **Performance and SEO Plugin Setup (15m)**
We install caching and image optimization plugins, then set up an SEO plugin to handle sitemaps, meta tags, and search visibility basics.

Intermediate Development Skills

- **Child Themes: Why You Need One and How to Create It (22m)**
We explain what child themes are, why they protect your customizations, and build one from scratch with proper file structure.
- **HTML and CSS Basics for WordPress Customization (25m)**
A refresher on HTML structure and CSS styling focused on the parts you will actually use when editing WordPress templates and styles.
- **Introduction to PHP in WordPress (28m)**
We cover the PHP fundamentals you need to read and write WordPress code, including variables, loops, conditionals, and template tags.
- **JavaScript Essentials for WordPress Interactivity (22m)**
You will learn how JavaScript works in the WordPress environment, including enqueueing scripts and adding interactive features to your pages.
- **Building Custom Page Templates (25m)**
We create a custom page template from scratch, covering template hierarchy, conditional loading, and when a custom template makes sense.
- **Custom Post Types and Taxonomies (22m)**
You will register custom post types for portfolios, testimonials, or products, and create custom taxonomies to organize them properly.
- **Using Advanced Custom Fields for Dynamic Content (25m)**
We set up ACF fields to give clients easy editing options, build dynamic templates that pull custom data, and explore repeater and group fields.
- **Hooks, Actions, and Filters Explained (28m)**
This lesson demystifies the hook system. You will write your own action and filter hooks to modify WordPress behavior without editing core files.

Advanced Customization & Optimization

- **Planning a Custom Theme from Scratch (18m)**
Before writing any code, we plan the theme structure, wireframe key pages, and decide on the template hierarchy and feature set.
- **Building Theme Template Files and Hierarchy (25m)**
You will create the core template files, understand how WordPress decides which file to load, and build flexible layouts with template parts.
- **Adding Theme Features: Menus, Sidebars, and Support (22m)**
We register theme features using functions.php, add custom logo support, and configure widget areas specific to your theme design.
- **Developing a Custom Plugin (28m)**
We build a working plugin from scratch, covering file organization, activation and deactivation hooks, and admin settings pages.
- **Introduction to the WordPress REST API (25m)**
You will learn how the REST API works, explore default endpoints, and understand how data flows between WordPress and external applications.
- **Creating Custom REST API Endpoints (22m)**
We register custom endpoints, handle authentication, and return formatted data for use in headless builds or mobile apps.
- **Building a Headless WordPress Site (28m)**
You will connect WordPress as a backend to a JavaScript frontend, using the REST API to serve content to a decoupled application.
- **Database Optimization Techniques (22m)**
We clean up the WordPress database, remove overhead, optimize queries, and set up scheduled maintenance to keep things running smoothly.
- **Caching Strategies and Core Web Vitals (25m)**
You will configure page caching, object caching, and browser caching, then measure and improve your Core Web Vitals scores.
- **Advanced Security Hardening (22m)**
We cover firewalls, file permissions, login protection, two-factor authentication, and how to audit your site for vulnerabilities.
- **Version Control with Git for WordPress (25m)**
You will set up a Git repository for your WordPress project, learn branching strategies, and manage code changes with proper commits.
- **CI/CD Pipelines and Staging Environments (22m)**
We configure automated deployment workflows so your code moves from development to staging to production with confidence and safety checks.

Monetization & Scaling Your WordPress Business

- **Monetization Models: Which One Fits Your Goals (18m)**
We compare advertising, memberships, e-commerce, digital products, and services so you can choose the income strategy that matches your situation.

- **Setting Up Display Advertising on Your Site (15m)**
You will configure ad placements, connect to ad networks, and learn how to balance revenue with user experience.
- **Building a Membership Site with WordPress (25m)**
We set up content restriction, recurring payments, and member management using proven membership plugins and best practices.
- **E-Commerce with WooCommerce (32m)**
A complete walkthrough of setting up an online store: products, payment gateways, shipping, taxes, and order management.
- **Selling Digital Products and Downloads (22m)**
You will configure a digital product store, handle file delivery, set up licensing, and protect your downloads from unauthorized sharing.
- **Building and Selling Premium Themes (25m)**
We cover what makes a theme sell, how to prepare it for marketplace submission, pricing strategies, and handling customer support.
- **Developing and Selling Plugins (22m)**
You will learn how to package a plugin for sale, set up licensing systems, and market it to the right audience on popular platforms.
- **Freelancing: Finding Clients and Writing Proposals (25m)**
Practical strategies for finding your first clients, writing proposals that win projects, and building a portfolio that attracts better work.
- **Pricing Your WordPress Services (18m)**
We break down hourly vs project pricing, how to calculate your rates, and when to raise them as your skills and reputation grow.
- **Project Management for WordPress Projects (15m)**
You will set up workflows for client projects, manage scope and timelines, handle revisions, and communicate effectively throughout.
- **Scaling with Multisite and Managed Hosting (22m)**
We configure WordPress Multisite for managing multiple sites, compare managed hosting options, and plan for traffic growth.
- **Ongoing Income: Maintenance Plans and Support (18m)**
You will design recurring revenue packages for updates, backups, security monitoring, and support that clients pay for monthly.
- **Affiliate Marketing and Course Creation with WordPress (25m)**
We set up affiliate marketing strategies and build an online course platform on WordPress, turning your knowledge into a revenue stream.

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