

WordPress for Absolute Beginners: Install, Customize, and Blog

Learn to Build a Professional Website from Scratch with WordPress – Perfect for Complete Beginners

[Web & Mobile Design](#) Instructor: Alex Morgan • 5 sections • 51 lessons • 11.25h total

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About this course

WordPress is a powerful content management system used by millions, but starting from zero can feel overwhelming. Many beginners struggle with setting up their site, choosing themes, and creating content that ranks well. In this course, you'll learn step-by-step how to install WordPress, customize themes, write and optimize blog posts, and more. Through video tutorials, real-world examples, and hands-on practice, you'll gain the skills to manage a WordPress site confidently. No prior experience needed.

Course curriculum

Getting Started with WordPress

- **Understanding WordPress as a CMS (12m)**
Learn what WordPress is, how it powers websites in 2026, and why it's a top choice for beginners and professionals.
- **Selecting Your Domain Name (10m)**
Step-by-step guide to choosing a memorable domain name that reflects your brand and helps with search visibility.
- **Choosing a Reliable Hosting Provider (15m)**
Factors to consider when picking a host, including uptime, support, and scalability for your WordPress site.
- **Installing WordPress with One-Click Methods (18m)**
Practical walkthrough using cPanel or SSH to get WordPress installed on your hosting account quickly.
- **Logging in for the First Time (8m)**
Access the admin dashboard using your credentials and see what the WordPress backend looks like.
- **Navigating the Dashboard (12m)**
Explore key areas like the admin sidebar, toolbar, and main content section to manage your site efficiently.
- **Understanding the Admin Interface (10m)**
Learn the purpose of each menu item and how to move around the WordPress admin without confusion.
- **Basic Site Settings Overview (14m)**
Configure essential settings like site title, tagline, and timezone to set up your site's foundation.

Core Settings & Site Structure

- **Setting Up Your Site Title and Tagline (8m)**
Define your site's identity by adding a title and tagline in the general settings.
- **Configuring Timezone and Date Format (10m)**
Ensure your date and time settings are correct for content scheduling and user experience.
- **Understanding Permalinks for SEO (12m)**
Why permalinks matter for search engines and how they affect your site's URL structure.
- **Customizing Your Permalink Structure (15m)**
Step-by-step on changing permalinks to be more search-friendly and readable.
- **Posts vs Pages: Key Differences (10m)**
When to use posts for blog content and pages for static information, with practical examples.
- **Creating Your First Blog Post (18m)**
From writing to publishing, learn how to add new content using the WordPress editor.
- **Building a Static Page (14m)**
Create important pages like About or Contact with step-by-step instructions.

- **Drafts and Revisions Explained (12m)**
See how WordPress saves your work and lets you track changes or revert to previous versions.
- **Managing Users and Roles (16m)**
Set up additional users with appropriate permissions for collaboration or administration.
- **Basic Security Settings (20m)**
Protect your site with simple security measures like strong passwords and limit login attempts.

Working with Posts & Pages

- **Creating a New Post from Scratch (15m)**
Step-by-step guide to writing, formatting, and saving a new blog post in the editor.
- **Introduction to the Block Editor (20m)**
Understand the Gutenberg blocks and how they make content creation flexible and visual.
- **Using Blocks for Rich Content Layouts (25m)**
Learn to add images, videos, and multiple columns to make your posts engaging.
- **Adding and Managing Media (12m)**
Upload images, videos, and documents to your media library and insert them into posts.
- **Organizing Content with Categories (10m)**
Create categories to group similar posts, making your site easier to navigate.
- **Tagging for Specific Topics (8m)**
Use tags to highlight key themes in your content for better discovery.
- **Setting Featured Images (9m)**
Choose and assign engaging images that represent your posts in listings and social shares.
- **Scheduling Posts for Future Publication (11m)**
Plan your content calendar by setting posts to publish automatically at a specific date and time.

Installing & Customizing Themes

- **What are WordPress Themes? (10m)**
Overview of themes and how they control the appearance and layout of your site.
- **Selecting a Modern Theme (18m)**
Criteria for choosing a responsive and fast theme that supports Full Site Editing.
- **Free vs Premium Themes: Making the Right Choice (12m)**
Compare the pros and cons to decide which type of theme suits your needs and budget.
- **Installing a Theme from the Repository (14m)**
Step-by-step to browse, install, and activate a theme directly from WordPress.
- **Uploading a Theme from a Zip File (10m)**
How to install a theme purchased or downloaded externally using the upload feature.
- **Activating and Previewing Your Theme (8m)**
Switch between themes and use the live preview to see changes before applying them.
- **Getting Started with the Site Editor (22m)**
Navigate the Site Editor interface to customize global styles and templates.
- **Customizing Colors and Typography (16m)**
Set your site's color palette and font styles to match your brand identity.

- **Editing Header and Footer (20m)**
Modify the top and bottom sections of your site using block-based editing.
- **Using Block Patterns for Design (15m)**
Apply pre-designed block patterns to speed up your design process.
- **Introduction to Child Themes (12m)**
Why and how to create a child theme for safe customizations without losing changes on updates.
- **Adding Custom CSS with a Child Theme (18m)**
Basic CSS tweaks to refine your theme's appearance while keeping it update-safe.

Writing & Optimizing Blog Posts

- **SEO Basics for Your Blog Posts (14m)**
Understand how search engines work and the role of on-page SEO in WordPress.
- **Crafting Effective Post Titles (10m)**
Write titles that attract clicks and include target keywords naturally.
- **Writing Compelling Meta Descriptions (12m)**
Create meta descriptions that improve click-through rates from search results.
- **Structuring Content with Headings (11m)**
Use H2, H3, and H4 tags to organize your post for better readability and SEO.
- **Adding Internal Links (8m)**
Link to other posts or pages on your site to keep visitors engaged and boost SEO.
- **Incorporating External Links (9m)**
Link to credible sources to enhance authority and provide value to readers.
- **Optimizing Images with Alt Text (13m)**
Write descriptive alt text for images to improve accessibility and search visibility.
- **Enhancing Readability with Short Paragraphs (10m)**
Break up text with lists, quotes, and the Readability block for easier reading.
- **Using the Readability Block (8m)**
A practical session on applying the block to improve post structure.
- **Essential Plugins for Performance (16m)**
Overview of must-have plugins for caching, security, and speed in 2026.
- **Setting Up a Caching Plugin (14m)**
Install and configure a caching plugin to make your site load faster.
- **Integrating Analytics Tools (18m)**
Connect your site to analytics services to track visitor behavior and traffic sources.
- **Final Checklist Before Publishing (12m)**
Go through a full list to review SEO, readability, and functionality before hitting publish.

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