

PROGRAMĂ EXAMEN

Web Certified Editor

Objective Domains

Unit 1 – Introduction to WordPress

1. Evolution & Key Milestones: Summarize the WordPress® platform's path from blogging tool to block-based CMS; explain the impact of the Site Editor and Write/Design modes.
2. Open-Source Foundations: Describe GPL licensing and project roles; locate Make/Core channels to follow proposals and releases.
3. Release Rhythm: Differentiate major vs minor releases; read release notes; plan safe updates with backups and staging.
4. AI on the WordPress® Platform: Recognize AI is plugin/theme-driven; apply privacy/licensing checks and mandatory human review.
5. Core vs Plugins vs Themes: Differentiate responsibilities; evaluate plugin/theme quality (updates, reviews, security); contrast block vs classic themes.
6. Essential Vocabulary: Define posts/pages, categories/tags, blocks/patterns, Global Styles, Style Book, template parts, Query Loop, Navigation block.
7. WordPress.com vs. Self-Hosted (WordPress.org): Compare extensibility, pricing, maintenance, and data ownership; recommend the right approach for a scenario.
8. Navigating the Interface: Navigate Dashboard/toolbar and list tables; use search/filters; operate editor List View, inspector, block toolbar, and Write ⇌ Design toggle.
9. Site Structure Essentials: Map page hierarchies vs chronological posts; manage menus with the Navigation block; distinguish templates vs template parts; use patterns.
10. System Requirements & Sandboxing: Check hosting requirements (PHP, DB, HTTPS, memory); set up local and staging environments; explain rollback.
11. Maintenance & Security Basics: Apply updates/backups/least-privilege/2FA; run Site Health; note bcrypt password hashing (6.8+).
12. Performance & Typography Tools: Optimize images and caching/CDN basics; understand Core Web Vitals; manage typography with Font Library and Global Styles/Style Book.
13. Official Resources & Community: Use Docs, Learn.WordPress, Support Forums, Developer resources, and Make/Core; participate in meetups/WordCamps.

Unit 2 — Organize Content with Categories & Tags

1. Why Taxonomies Matter: Explain how categories/tags improve IA, navigation, and SEO; align on editorial governance.
2. Creating & Editing Taxonomies: Name terms clearly; set slugs/descriptions; build category hierarchies with parent/child relationships.
3. Assigning on the Fly: Add/remove terms in the editor sidebar, Quick Edit, and bulk actions; manage the default Uncategorized.
4. Converting & Restructuring: Convert tags ↔ categories when strategy changes; merge duplicates; re-parent terms; redirect changed slugs when needed.
5. Cleanup & Governance: Audit for tag bloat; cap top-level categories; maintain an approved tag list.
6. Navigation & SEO: Expose term archives in menus; build taxonomy listings with Query Loop; show counts/pagination when helpful.
7. Styling & Templates: Create term templates/patterns in the Site Editor for consistent archive layouts and intros.
8. Performance & Accessibility Checks: Paginate long archives; write descriptive headings; keep lists keyboard-friendly.
9. AI in Taxonomy Management: Use AI-suggested tags with human review; enforce privacy/licensing rules.

Unit 3 – Manage Posts

1. Creating a New Post: Compose in the Block Editor; switch Write/Design modes; set clear titles/slugs; structure with appropriate blocks/media.
2. Post Settings & Publishing: Configure status/visibility, author, template, featured image, excerpt, categories/tags, discussion; preview; publish or schedule.
3. Editing & Quick Edit: Update content/metadata in the editor; use Quick Edit for fast changes (date, status, slug, categories/tags) without breaking URLs/templates.
4. Post Status & Trash: Differentiate draft/private/published; trash, restore, or delete permanently with awareness of impact.
5. Bulk Operations & List-View Tools: Bulk-edit multiple posts; adjust Screen Options (columns, items per page) and row density for efficiency.
6. Search & Filter: Find posts via search; filter by date, author, category, tag, status; apply naming that aids retrieval.
7. Revisions & Autosave: Compare and restore revisions; rely on autosave; understand revision limits.
8. Dynamic Post Listings: Build listings with Query Loop; surface result counts/pagination when useful.
9. Comments on Posts: Enable/disable comments per post; access related moderation tools.

10. Quality & Accessibility Checks: Enforce heading hierarchy, descriptive links, image alt text, and suitable reading length; run pre-publish checks.
11. AI in Post Creation: Use AI drafting/summarising responsibly—human review, fact/licence verification, no sensitive data.

Unit 4 – Manage Pages

1. Creating a New Page: Draft in Write mode; switch to Design for layout; preview content-only vs template; publish or schedule.
2. Page Settings & Metadata: Set templates, parent/order, featured image, discussion, custom fields; complete SEO plugin fields.
3. Editing & Quick Edit: Modify parent/order/template efficiently; use Quick Edit for batch tweaks.
4. Page Status & Trash Workflow: Handle draft/private/published; trash/restore/delete; understand effects on menus/links.
5. Bulk Operations & List-View Tools: Apply safe bulk updates; configure Screen Options and row density for large page libraries.
6. Search & Filter: Locate pages by parent, template, status; adopt naming conventions that help discovery.
7. Hierarchies & Navigation: Build parent/child structures; set Menu Order; add pages to Navigation.
8. Templates & Theme Integration: Choose default/custom templates; understand block vs classic themes; know when child themes are needed.
9. Pages vs Posts — Key Distinctions: Contrast structural vs chronological content; explain archive/feed behavior.
10. Comments on Pages: Decide when comments/pingbacks fit; manage resulting threads.
11. Accessibility & Quality Checks: Apply headings/link text/alt text; verify contrast and focus order.
12. AI in Page Creation: Use AI layout/copy aids with human editing and policy compliance.

Unit 5 – Block Editor & Site Editor (Post/Page Builder)

1. Editing Stack Overview: Differentiate Block Editor (per post/page) vs Site Editor (templates/patterns/global design); operate Write/Design, List View, inspector/toolbar; preview content vs template.
2. Core Blocks Toolkit: Select suitable blocks for common needs; use newer additions (Table of Contents, Details, Query Total, Gallery Lightbox).
3. Formatting & Styling Content: Control typography/color/spacing/borders/dimensions; distinguish per-block styles vs Global Styles; preview in Style Book.

4. Layout & Grouping Strategies: Build responsive sections with Group, Row, Stack, Columns, Cover, Media & Text; nest sensibly; manage gaps/padding/margins.
5. Reusable Assets & Patterns: Create Reusable Blocks; convert to synced/unsynced Patterns; organize folders; update safely across instances.
6. Dynamic & Interactive Blocks: Assemble listings with Query Loop; add Query Total when counts help; use Archives, Latest Posts/Comments, Calendar, Search, Social Icons, Tag Cloud, Navigation.
7. Embeds & Shortcodes: Embed YouTube/Vimeo/X/Instagram/Reddit with privacy-minded settings; use the Shortcode block for legacy/plugin features.
8. Extensibility Awareness (Concepts): Recognize plugin/theme-added blocks/styles and Block Hooks; apply theme Style Variations or custom block styles.
9. Accessibility & Performance Checks: Maintain heading order, descriptive links, alt text, contrast, visible focus, keyboard nav; optimize media and avoid overly nested layouts.
10. AI in Layout Building: Use AI layout/copy suggestions with human review; verify accuracy/licensing; avoid sensitive data.

Unit 6 – Manage Comments

1. Purpose & Impact: State how moderation shapes reputation, trust, engagement; align on a clear comment policy.
2. Posting & Replying: Add and reply to threaded comments; view conversation hierarchy from the Dashboard.
3. Comment Moderation Workflow: Approve/unapprove/spam/trash/restore/delete; edit author details and comment text when necessary.
4. Bulk Operations & List-View Tools: Moderate in bulk; tune Screen Options (columns/items) and list density for efficiency.
5. Search & Filter: Find comments by keyword; filter by author, email, IP, date range, or status.
6. Discussion Settings: Enable/disable per post; configure global rules in Settings → Discussion (manual approval, close on older posts, disallowed keys, nesting depth).
7. Designing the Conversation Area: Customize layouts with Comments and related blocks; style spacing/typography/borders for readability.
8. Spam Protection & Performance: Use anti-spam tools (Akismet/antispam, blocklists, rate-limits, CAPTCHA as appropriate); consider lazy-loading avatars.
9. Accessibility & UX Checks: Provide clear labels, good contrast, visible focus, keyboard nav; ensure messages are announced to assistive tech.
10. AI in Comment Management: Use AI moderation/summarization with human oversight; guard privacy and bias.

Unit 7 – Manage Media Library

1. Purpose & Scope: Manage images/video/audio/PDFs; understand Font Library (block themes) for typography.
2. Uploading & Adding Media: Upload/drag-drop to Library or editor; insert from URL; (optionally) source assets via Openverse integrations.
3. Organising & Searching: Switch Grid/List views; filter by type/date/author; search by keyword; adjust list density for large libraries.
4. Inserting & Reusing Assets: Place media in posts/pages/patterns/backgrounds; use Replace to keep URLs stable when updating.
5. Editing Metadata & Accessibility: Edit title/caption/description/alt text; write meaningful alt text for screen readers and SEO.
6. Basic Image Edits: Crop/rotate/flip/resize in the built-in editor; save new copies when needed.
7. Performance Optimisation: Choose correct dimensions; compress appropriately; prefer WebP/AVIF; support Core Web Vitals.
8. Font Library Management (Block Themes): Upload/activate/preview/remove fonts; apply via Global Styles.
9. Deleting & Replacing Media Safely: Trash or permanently delete with awareness of impact on published content; replace assets without breaking links.
10. AI in Media Management: Use AI for alt-text or tagging with human review; respect copyright/privacy.

Unit 8 – Advanced Editing & Optimization

1. Content Quality & Structure: Write clear, scannable content with logical H1–H6 hierarchy, descriptive links, consistent voice, and focused CTAs.
2. Accessibility Compliance: Provide meaningful alt text; meet color-contrast and keyboard-nav requirements; use ARIA sparingly/correctly; test with readers/checkers.
3. Copyright & Licensing: Differentiate public domain/CC/commercial; attribute correctly; store license info; verify rights for fonts/images/embeds.
4. Custom HTML & Template Tweaks: Use Code Editor for anchors/IDs/microcopy; edit template parts in Site Editor or child themes for layout-level changes.
5. CSS & Global Styles: Prefer Global Styles tokens; add CSS in sanctioned locations; preview changes in Style Book.
6. Shortcodes & Embeds: Insert shortcodes for legacy/plugin features; choose Embed blocks with privacy-enhanced modes when available.
7. SEO Foundations: Craft unique titles/meta; use one H1; build internal linking/taxonomies; add schema via suitable plugins; configure Open Graph/Twitter Cards.
8. Performance & Core Web Vitals: Optimize images (size/compression/lazy-load); limit heavy scripts; defer non-critical assets; monitor LCP/INP/CLS.

9. Troubleshooting & Diagnostics: Use Tools → Site Health; isolate conflicts (disable plugins/switch themes); check console; enable WP_DEBUG in staging; fix media MIME/size; flush permalinks.
10. AI in Optimization & Code: Use AI for summaries/alt-text/CSS hints with human review; verify facts/licensing; avoid sensitive data.

Unit 9 – Profile and Screen Options

1. Editing Your User Profile: Update display name, bio, profile picture, language, contact fields; set Admin Color Scheme and toolbar preference.
2. Password & Security Controls: Generate strong passwords; “log out everywhere else”; reset via “Lost your password?”; manage Application Passwords; enable 2FA per policy.
3. Customising the Dashboard: Show/hide/reorder widgets (Welcome, Quick Draft, Activity, Site Health) via Screen Options and drag-and-drop.
4. Screen Options for List Views: Choose columns, set items per page, and adjust row density for Posts, Pages, Media, Comments, Categories, Tags.
5. Posts & Pages Specifics: Reveal columns like Author, Categories, Tags, Comments, Slug, Sticky, Template; filter by status/category/date/author.
6. Categories & Tags Screens: Show/hide Description, Slug, Count; set items per page; manage parent relationships (categories).
7. Comments Screen: Show/hide In Response To, Submitted On, IP; approve/unapprove/spam/trash/restore; bulk-moderate.
8. Global User Preferences: Toggle Top Toolbar, Write mode, List View, pre-publish checks, Block Manager visibility; set preferred default context.
9. AI in Profile & Screen Customisation: Use AI helpers carefully; avoid sensitive data; keep human editorial control.

Unit 10 – Working with AI on the WordPress® Platform

1. Why Prompt Craft Matters: Write precise prompts to reduce rework; set scope/tone/format and constraints that fit brand and audience.
2. Anatomy of an Effective Prompt: Specify role/goal, audience/tone, format (bullets/HTML/JSON), inputs, constraints, acceptance criteria, and “do-not” rules.
3. Iterative Workflow: Draft → critique → refine; request outlines first; version prompts/outputs; test in staging.
4. Evaluating AI Output: Fact-check names/dates/links; run plagiarism/licence checks; validate HTML/schema/accessibility/SEO; review code for security/performance.
5. Ethical & Legal Guardrails: Exclude PII/secrets; respect copyright/brand rules; follow org data policies; disclose AI assistance where required.
6. SEO & Performance Considerations: Avoid bloated markup; ensure unique titles/meta; compress images; check impact on LCP/INP/CLS.

7. Accessibility Compliance: Generate accurate alt text; keep semantic structure; ensure contrast and keyboard operability.
8. Common Prompt Patterns for WP Tasks: Request SEO titles/meta, alt-text options, block-pattern outlines, taxonomy plans, and publish QA checklists.
9. Privacy & Data-Handling Checklist: Minimize/anonymize data; use staging URLs; store outputs in approved repos.
10. When to Escalate to Human Expertise: Escalate legal/compliance copy, accessibility audits, security incidents, payments, migrations, custom production code, and high-stakes SEO.

Unit 11 – Web Design Foundations

1. Understanding the Purpose of Web Design: Define audience/goals/metrics; translate into content hierarchy, page types, and user journeys; balance aesthetics with accessibility, performance, and SEO.
2. UI vs. UX Design Basics: Differentiate UI components/states from UX research/flows; apply heuristics (consistency, feedback, error prevention).
3. Wireframing and Storyboarding: Sketch low-fi grids and CTAs; map wireframes to WordPress blocks/patterns; iterate with stakeholders before visual polish.
4. Visual Design Principles: Apply alignment, balance, contrast, hierarchy, proximity, repetition, and white space; use predictable grids and 8-pt spacing.
5. Color Theory and Branding: Build accessible palettes; meet WCAG contrast; encode brand tokens in Global Styles/theme JSON.
6. Typography and Readability: Pair heading/body faces; manage webfonts via Font Library; subset and limit weights.
7. Image Use and Layout: Select purposeful imagery; preserve aspect ratios/focal points; avoid text-in-images; optimize (WebP/AVIF), lazy-load; write descriptive alt text; compose layouts with Group/Columns/Cover.
8. Introduction to Responsive Design: Design mobile-first with fluid grids and flexible media; test common breakpoints; ensure nav/tables/media scale gracefully using block layout controls and Preview.