



Your skills. Your advantage.

Tosa WordPress

Exam Blueprint

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Introduction to the Tosa[®] Exam Blueprint

For Tosa[®] Assessment and Certification

Tosa® (Test on Software Applications)

Tosa® assessments and certifications are designed to determine a candidate's proficiency level by evaluating their skills in office software and digital tools commonly used in a professional or educational environment.

These tests are specifically developed to validate the professional competencies of candidates looking to enhance their employability (employees, students, job seekers, and individuals undergoing career transitions).

Tosa® assessments and certifications are adaptive tests, developed using scientific methodologies. The scoring is based on Item Response Theory (IRT). The test algorithm adapts to each candidate's response in real time, adjusting the difficulty level of subsequent questions until it precisely determines the candidate's skill level by calculating the upper limit of their competencies. As a result, the tests provide a detailed and unique diagnosis of each candidate's abilities.

The rigor and reliability of Tosa® tests stem from the combination of a mathematical model for analyzing question difficulty and the relevance of the questions selected for each candidate (IRT).

Tosa® Exam Blueprint Objective

This exam blueprint outlines all the skills assessed within the domains and sub-domains of the Tosa® assessment and certification tests for WordPress.

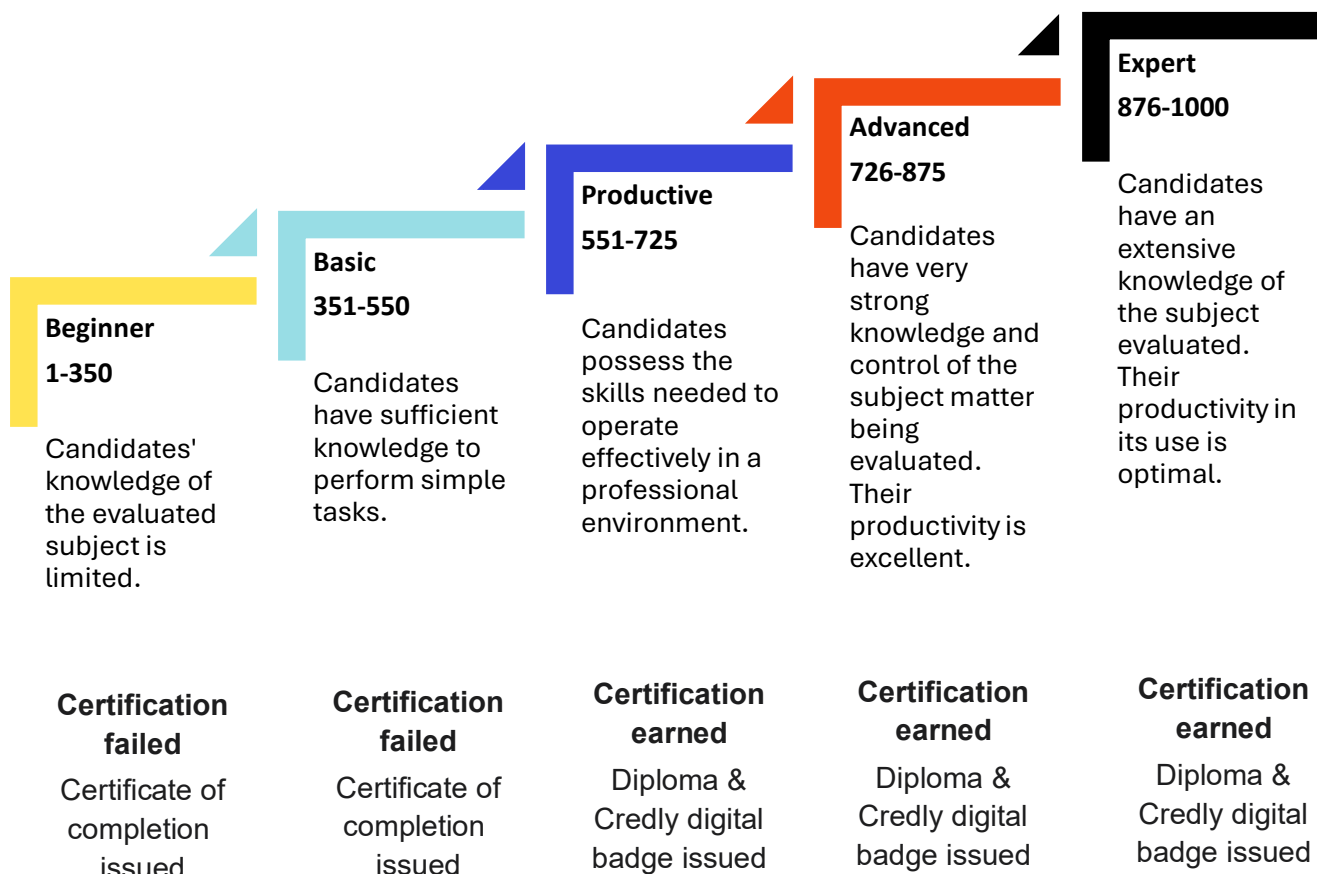
Tosa® assessment and certification solutions are designed to determine learners' proficiency levels using a single scoring scale—ranging from 0 to 1000 for certification—and divided into five levels, from “Beginner” to “Expert,” for the assessment.

The purpose of this blueprint is to specify the technical knowledge expected at each level and within each of the four main skill categories of WordPress. It is intended to help identify the most appropriate teaching or training programs to match a learner's target score.

Unique Tosa® Scoring

The Tosa® assessments and certifications are based on a unique score, divided into five levels.

- Ranging from 1 to 1000 for the certification.
- Divided into five levels, from Beginner to Expert, for the assessment.



About the Tosa® WordPress certification

The Tosa WordPress Certification relies on a database of more than 180 questions. It is composed of 35 questions from the question database and lasts for 1 hour. The algorithm adapts to each of the candidate's answers to adjust the difficulty level of the questions until reaching the candidate's skill limit. This ensures a precise and accurate result.

Since the test is adaptive, the series of questions that a candidate gets is unique for each test. This algorithm allows for a more accurate evaluation of the candidate's level. It also limits cheating and the memorization of questions on different passages.

Our platform allows individuals to take the certification in a classroom setting, an approved testing center, or remotely via our integrated asynchronous online proctoring solutions.

Our remote proctoring solutions provide added flexibility for both the administrator and the candidate, allowing the certification exam to be taken anywhere, at any time. The candidate only needs an internet connection and a computer equipped with a working webcam and microphone.

Candidates receive a numeric score out of 1000 points. This score corresponds to one of five proficiency levels. Candidates who score between 1 and 350 points do not earn the certification. They receive a certificate of completion in lieu of a diploma. Candidates who score 351 points or above earn the certification and will receive a diploma by email within five business days. If a candidate scores 551 points or above, they will also be eligible to receive a digital Credly badge.

There are no prerequisites to be eligible to take the exam, but to ensure a candidate is well prepared on exam day, we suggest they:

- Take at least one Tosa WordPress adaptive assessment to estimate their level and get familiar with the test format
- Use the free practice tests on our website for training
- Follow an e-learning or training course (average duration per level is between 10 and 15 hours per certification, so around 150 hours total)

Tosa certification diplomas are valid for three years from the date of issue. This three-year period has been set to ensure that our certifications are consistently accurate and relevant, taking into account software version updates as well as the natural evolution of a candidate's skills over time. Limiting the certification period also reflects the need for life-long learning and continual professional development.

Tosa certifications can be retaken when they expire. Earners willing to improve their score and proficiency level can retake the exam at any time.

Tosa Sequence for Progressive Skills Development

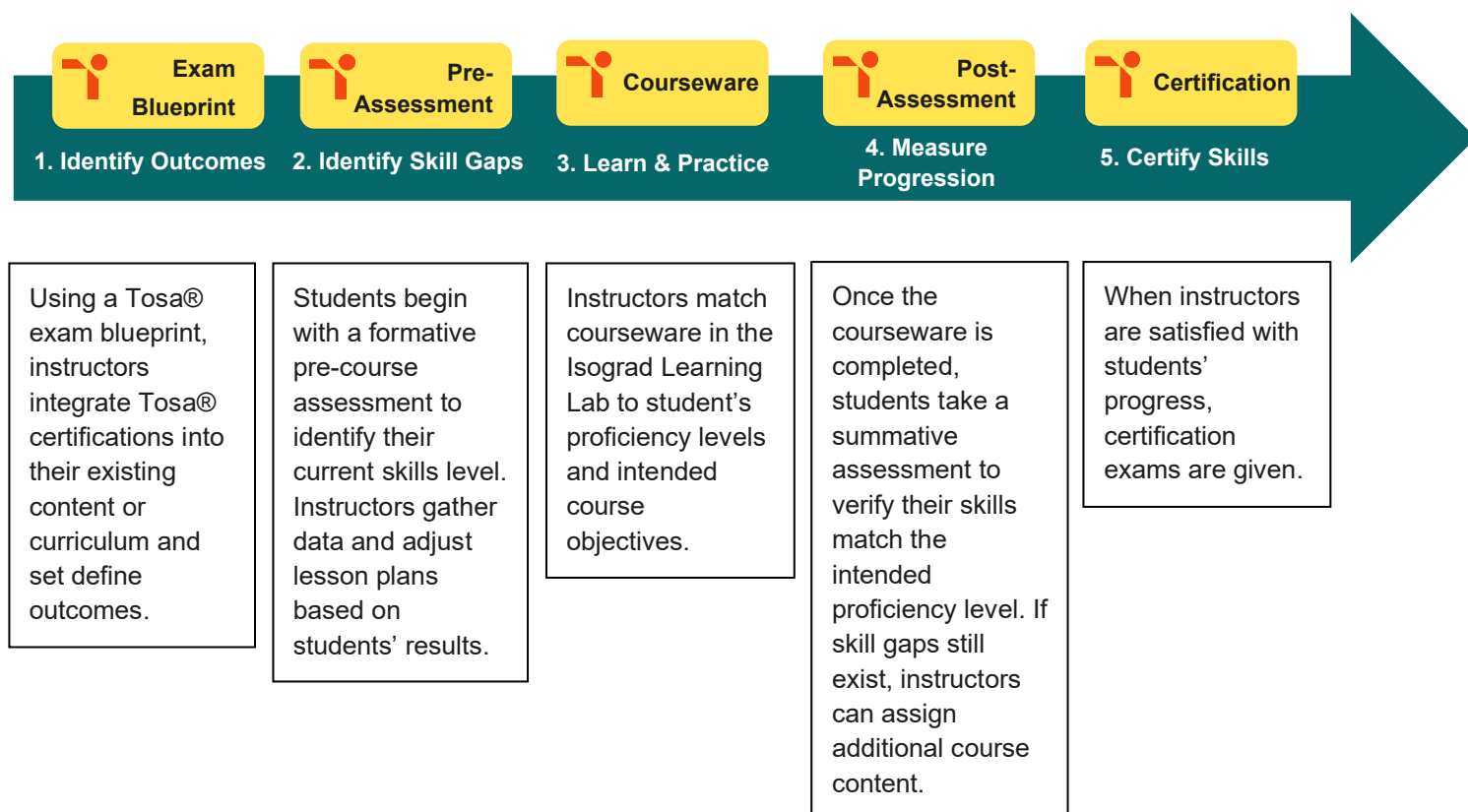
Students and professionals can tailor their certification journey with Tosa through vertical progression, demonstrating increasing proficiency in Outlook. Starting at a basic level, users can advance to productive, advanced, and expert levels as their skills grow. This clear path encourages continuous improvement and validates each stage of their development. Tosa's structure makes it easy to track progress and showcase evolving expertise.

Isograd Learning Lab

The Isograd Learning Lab is a multifaceted and adaptable courseware solution designed to help learners prepare for Tosa certification exams. It offers personalized, self-paced, and fully interactive learning experiences, equipping candidates with the essential digital skills that employers seek. These skills span a wide and varied range, applicable to learners just starting their career journey to those wishing to advance on their path.

The browser-based platform supports all learning styles with a wide array of features, including in-application exercises. These in-application capabilities allow learners to experience real-world examples of specific tasks within a given software environment. The lab includes inclusive learning resources, along with extension activities and project-based learning challenges that foster creativity and critical thinking.

All course content on the Isograd Learning Lab is aligned to a Tosa exam blueprint, which is the foundation of any Tosa certification exam. By aligning course content to an exam blueprint, learners will be prepared to take the exam once they complete the courseware.



Tosa® WordPress Level Descriptions

At each level, candidates can:

Beginner

- Create and publish simple content such as posts and pages using predefined templates; however, they may occasionally require assistance to navigate more complex aspects of the platform or to resolve minor technical issues.

Basic

- Regularly use WordPress to manage web content in a professional, social, or personal context.
- Customize themes and install essential plugins to extend site functionality.
- Handle updates and maintain site security independently, as long as tasks remain within a well-defined scope.

Productive

- Apply effective practices in managing a WordPress site for most common scenarios.
- Optimize SEO, improve site performance, and use analytics tools to assess visitor engagement.
- Demonstrate autonomy in daily site administration and in resolving common issues.

Advanced

- Develop custom themes and plugins, integrate complex solutions, and automate processes to enhance efficiency and user experience.
- Manage large-scale websites and implement advanced content strategies.

Expert

- Apply advanced programming and design skills to create custom WordPress solutions for situations requiring a high degree of specificity and innovation.
- Demonstrate creativity by integrating new technologies and approaches to maximize the site's impact and efficiency.
- Demonstrate capability in training and mentoring other professionals in advanced WordPress usage.

Business Applications

Attaining the Beginner score defines little or limited knowledge of the WordPress application, including the application's basic functions and features, highlighting the inability to use the application in a professional environment.

For a marketing assistant or junior website editor, skills at this level enable a candidate to work with WordPress content: create and publish posts or pages, insert and format images, apply basic text styling, and use simple layout tools to enhance visual presentation.

For a content coordinator, marketing associate, or junior web administrator, these skills enable a candidate to create and refine website content; adjust page layout; configure widgets and menus; and incorporate media, links, and formatted text before publishing for public viewing.

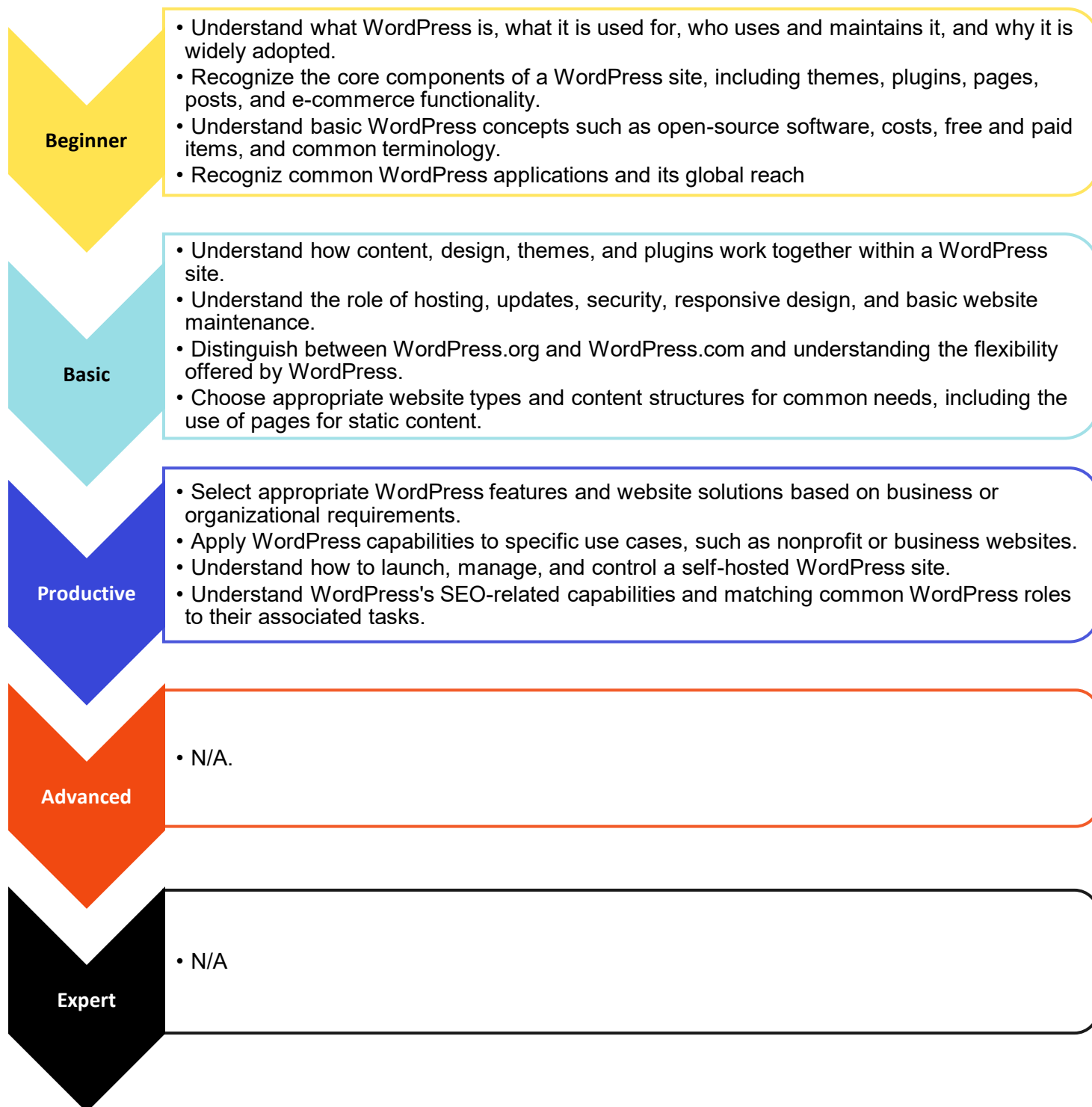
For a content strategist, digital marketing specialist, web designer, or site manager, these skills enable a candidate to structure and enhance complex website projects, manage theme elements and media libraries, apply consistent branding across pages, and publish content in the appropriate format for various audiences.

For a senior web strategist, digital experience manager, creative director, or lead WordPress developer, these skills enable a candidate to customize the site environment, manage complex content structures, produce fully tailored web experiences, and execute advanced integrations of themes, plugins, and third-party tools across multiple digital platforms.

Domain 1: Fundamentals and Applications

Sub-domain 1: Getting started with WordPress

Covers: Understanding WordPress fundamentals, uses, ecosystem, core components, hosting, costs, security, website types, platform options, and common applications.



Domain 1: Admin and Configuration

Sub-domain 1: Managing WordPress administration

Covers: Managing basic WordPress settings and features, including user management, general site configuration, comment moderation, media handling, and page management.

Beginner

- Understand the basic features of the WordPress dashboard.

Basic

- Create and edit simple posts and pages.
- Manage comments and moderate basic interactions.
- Customize general site settings to meet basic administrative needs.

Productive

- Master the WordPress interface to configure settings and manage users and their roles.
- Optimize the use of publishing tools to schedule and manage long-term content.

Advanced

- Manage the technical settings of a site to maintain full control over its content.
- Configure and manage a website by handling all technical and editorial aspects.

Expert

- Master all WordPress settings to customize the interface and optimize usability.
- Diagnose and resolve performance issues related to site administration by analyzing site performance, identifying potential bottlenecks, and applying effective solutions to optimize the responsiveness and efficiency of the WordPress admin interface, ensuring smooth and responsive management of essential administrative tasks.

Sub-domain 2: Performing updates and backups

Covers: Updating WordPress, themes, and plugins, and setting up a backup system to protect site data against potential loss.

Beginner

- Apply WordPress, theme, and plugin updates recommended by the system.
- Perform basic manual backups.

Basic

- Schedule and perform regular updates to ensure site security and stability.
- Use backup plugins to automate periodic backups.

Productive

- Configure the workspace independently and manage content (creation, backup, restoration, etc.).
- Restore the site from backups in case of data loss.

Advanced

- Develop a risk management plan for major updates, including testing in a staging environment.
- Implement advanced backup solutions and disaster recovery strategies.

Expert

- Install, configure, and secure the CMS according to the technical specifications of the client by setting options and features to meet their needs and requirements, while implementing robust security measures to protect data and ensure system reliability.

Sub-domain 3: Configuring and assuring security in WordPress

Covers: Configuring WordPress security settings to protect the site against potential attacks, including the use of strong passwords, installation of security plugins, and implementation of brute-force prevention measures.

Beginner

- Understand the basic principles of WordPress security.

Basic

- Configure security settings to strengthen protection against common vulnerabilities.
- Monitor and respond to minor security alerts by learning to identify signs of vulnerabilities, following basic security recommendations, and taking simple corrective actions to protect the system from potential threats.

Productive

- Manage SSL certificates and configure HTTPS settings to secure connections.
- Perform regular security audits to identify and fix potential vulnerabilities.

Advanced

- Implement advanced security strategies, including defense in depth and system hardening.
- Contribute to the improvement of security practices through plugin development or publishing research.

Expert

- Develop and integrate custom security solutions to meet the organization's specific security requirements by implementing measures tailored to the company's unique needs.
- Train users on security best practices.

Domain 2: Plugins and Widgets

Sub-domain 1: Managing essential plugins

Covers: Installing, activating, configuring, and updating plugins in WordPress to add extra functionality to the site, such as contact forms, image galleries, and social sharing tools.

Beginner

- Identify basic plugins from the official WordPress directory.
- Understand the purpose and core functionality of popular plugins.

Basic

- Configure standard plugins to enhance site functionality.
- Manage automatic plugin updates to maintain security and compatibility.

Productive

- Evaluate and select advanced plugins to meet specific needs.
- Diagnose and resolve plugin conflict issues.

Advanced

- Optimize site performance by managing plugins, including evaluating their impact on site speed.
- Customize plugins using hooks and filters for deeper integration.

Expert

- Develop custom plugins to meet unique needs.
- Train other professionals in plugin management and customization.

Sub-domain 2: Creating widgets

Covers: Creating and managing widgets in WordPress to add dynamic content to sidebars, footers, and other widget areas on the site.

Beginner

- Understand the role and function of widgets in WordPress.
- Add standard widgets to the site's widget areas.

Basic

- Customize the appearance and settings of existing widgets via the admin interface.
- Use widgets to enhance site interaction and navigation.

Productive

- Create custom widgets using PHP and HTML to meet specific needs.
- Integrate external APIs into custom widgets to display dynamic data.

Advanced

- Develop interactive and complex widgets using JavaScript or AJAX to enhance user experience.
- Test and optimize widget performance across various devices and browsers.

Expert

- Design innovative solutions through widgets that integrate advanced features such as artificial intelligence or augmented reality.
- Train others in advanced widget development.

Sub-domain 3: Using the WooCommerce plugin

Covers: Installing, configuring, and managing the WooCommerce plugin in WordPress to create an online store, add products, manage orders and payments, and customize the store's appearance.

Beginner

- N/A

Basic

- Install WooCommerce to create a basic online store.
- Add products and configure basic settings such as taxes and shipping.

Productive

- Customize product pages and understand the importance of managing inventory effectively.
- Install and configure WooCommerce extensions to expand store functionality.

Advanced

- Configure complex and secure payment solutions.
- Optimize the online store's user experience, including the purchase journey and mobile interface.
- Analyze and interpret sales data to adjust business strategies.

Expert

- Develop custom integrations and tailored solutions for specific e-commerce needs.
- Optimize and innovate in the use of WooCommerce for businesses across various industries.

Domain 3: Writing and Integrating Content

Sub-domain 1: Managing pages and posts

Covers: Creating, editing, and publishing pages and posts in WordPress, and managing categories and tags to organize site content.

Beginner

- Create and publish basic pages and posts using the WordPress visual editor.
- Understand how to add images and simple links within content.

Basic

- Use WordPress editor tools effectively to format content, including headings, lists, and blockquotes.
- Review and restore previous versions of pages and posts.

Productive

- Organize content using categories and tags to improve site navigation and indexing.
- Manage comments and moderate interactions to maintain a professional environment.

Advanced

- Integrate advanced multimedia content, such as videos, image galleries, and interactive elements.
- Optimize content for social media sharing and improved user engagement.

Expert

- Develop and implement content strategies to maximize impact and reach.
- Train and guide other content creators on best practices for creating and managing content in WordPress.

Sub-domain 2: Managing content

Covers: Managing media, including adding and editing images, videos, and audio files, as well as organizing media libraries.

Beginner

- Understand the content types available in WordPress (posts, pages, and media).

Basic

- Apply content management techniques to keep a site organized, including sorting and filtering within the media library.
- Use content management plugins to enhance core functionality.

Productive

- Use advanced content management tools to schedule content publication and manage content in bulk.
- Set up workflows for content review and approval before publication.

Advanced

- Integrate third-party content management solutions to enhance storage, search, and archiving capabilities.
- Analyze content performance data to adjust publishing strategies by reviewing metrics such as engagement rates, clicks, and shares across platforms, and using these insights to optimize the editorial calendar, content types, and distribution channels to improve the reach and impact of published content.

Expert

- Design custom solutions for content management and automation by understanding the organization's specific content needs, using appropriate tools and techniques to automate the creation, publishing, and distribution processes, thereby optimizing operational efficiency and ensuring consistency in content delivery.

Sub-domain 3: Managing menus

Covers: Creating and managing navigation menus in WordPress, including adding custom links, pages, and categories to menus.

Beginner

- Understand the functionality of menus in WordPress and create a simple menu.
- Add basic navigation links to site pages or categories.

Basic

- Customize menus to include links to external content or specific tags.
- Adapt menu structures based on site design by analyzing navigation needs and user experience goals.

Productive

- Use advanced menu features to create dropdown or contextual menus.
- Manage multiple menus for different sections of the site by organizing navigation options according to specific content and section needs, ensuring a consistent and intuitive user experience across the entire site.

Advanced

- Optimize site navigation by integrating responsive menus and interactive elements.
- Analyze site usage to improve information architecture and user experience.

Expert

- Design custom navigation solutions that significantly enhance accessibility and user interaction.
- Train other developers or content managers on advanced menu management techniques.

Sub-domain 4: Managing SEO

Covers: Optimizing content for search engines (SEO) by using SEO plugins, writing meta tags, optimizing images, and creating high-quality content to improve the site's ranking in search results.

Beginner

- Understand basic SEO principles, such as keywords.

Basic

- Optimize titles and descriptions to improve search engine visibility.
- Use SEO plugin tools to analyze and enhance page and post content.

Productive

- Manage technical aspects of SEO, such as XML sitemaps and URL redirection.
- Analyze the site's SEO performance and make data-driven adjustments.

Advanced

- Integrate SEO best practices for social media and multimedia content.
- Develop content strategies based on advanced keyword research and competitor analysis.

Expert

- Design advanced SEO strategies that incorporate the latest search engine trends and algorithms.
- Improve organizational SEO practices and train others in advanced SEO skills.

Domain 4: Themes

Sub-domain 1: Managing parent themes

Covers: Installing, activating, customizing, and updating parent themes in WordPress to modify the site's appearance and layout.

Beginner

- Understand the basic structure and functions of a parent theme in WordPress.
- Install and activate a parent theme from the WordPress directory or by uploading it manually.

Basic

- Customize basic elements of the parent theme, such as colors, fonts, and layout, using the WordPress Customizer.
- Update parent themes following best practices to prevent loss of customizations.

Productive

- Understand and modify the parent theme's `functions.php` file to extend its functionality.
- Evaluate and resolve potential conflicts between the parent theme and plugins or child themes.

Advanced

- Create custom templates within the parent theme to meet specific content or layout needs.
- Optimize the performance and security of the parent theme using advanced development practices.

Expert

- Contribute to the development of open-source parent themes and develop custom parent themes for specific use cases.
- Train and mentor other developers in advanced techniques for managing and customizing parent themes.

Sub-domain 2: Managing child themes

Covers: Creating and managing child themes in WordPress to further customize site functionality and styling while preserving the features of the parent theme.

Beginner

- Understand the concept and importance of child themes.

Basic

- Make basic style changes and add simple functionality using a child theme without altering the parent theme.
- Manage updates to parent themes.

Productive

- Modify child theme template files by adding specific functions in functions.php.
- Use hooks and filters to alter the parent theme's behavior through the child theme.

Advanced

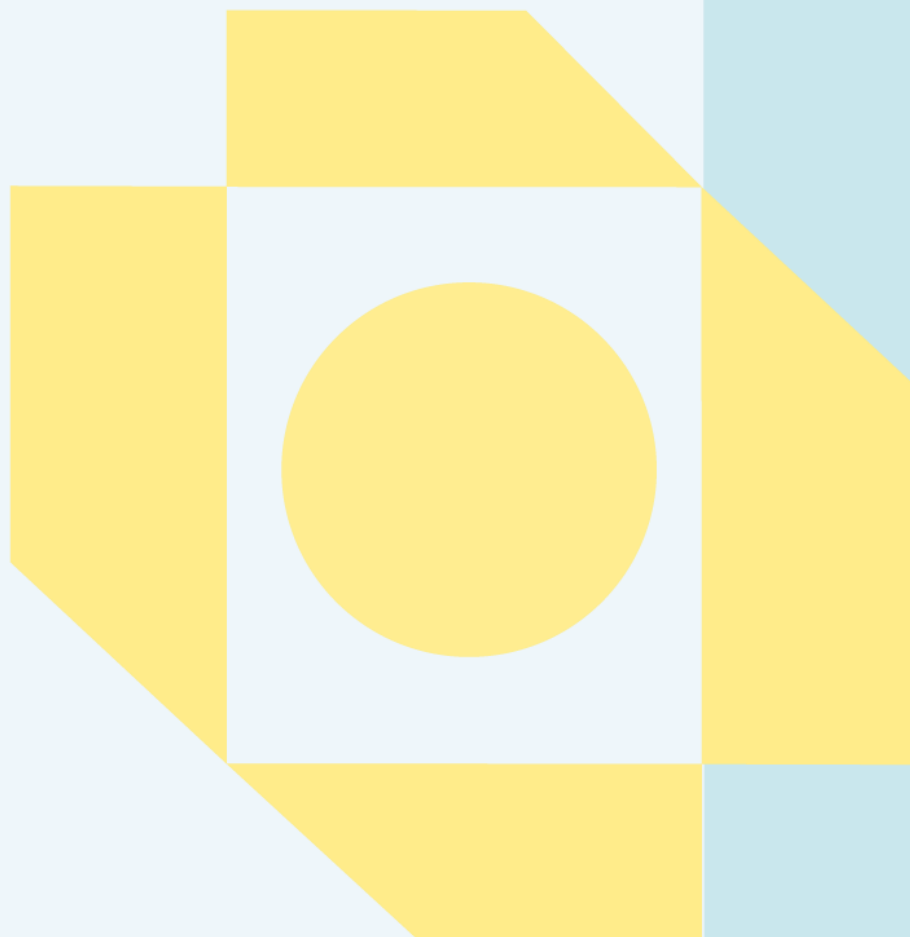
- Integrate complex features and third-party integrations through the child theme to avoid compromising parent theme updates.
- Perform thorough testing to ensure compatibility and performance between the parent and child themes.

Expert

- Develop custom child themes that introduce innovative design and functionality, using advanced front-end development techniques and exploring new creative approaches to deliver unique and engaging user experiences while maintaining compatibility with the parent theme and adhering to WordPress design best practices.



Your skills. Your advantage.



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