

Developing your Website using WordPress

Course Description

Don't miss this exciting opportunity to learn about the most popular Content Management System (CMS) of the present day.

Setting up your first WordPress website can be intimidating. There are a lot of concepts to learn and this could be discouraging. With our high quality training - We will guide you through the process of creating and managing your first WordPress web site.

By the end of this course, you will be able to develop a fully functional WordPress web sites and blogs.

Course Objectives

Upon course completion, participants will have the knowledge to:

- Perform a WordPress installation
- Set up a WordPress web sites and blogs
- Understand and customize the WordPress sites using themes
- Manage multimedia with WordPress
- Engage Readers through forums
- Build traffic to your web site and blog
- Track your site and blog statistics
- Install and use plug-ins including SEO, Forms and Backups
- Create and use widgets to support Videos, RSS Feeds and Audio
- Backup and maintain your WordPress site and blog
- Manage a multi-user websites
- Set up and run an E-Commerce website

Audience

- Any technical or non-technical professional who is interested in setting up his or her own website or blog using WordPress
- Public Relations Professionals
- Graphic Designers
- Web Authors
- Marketing and Communications Professionals

Course Outline

Chapter 1: Planning Your WordPress Site

- Understanding WordPress Foundations
- Choosing a Blog Topic
- Researching Blog Titles & Domain Names
- Detailed Look at the Differences between WordPress.org and WordPress.com

Chapter 2: Setting Up Your WordPress.com Blog

- Signing Up with WordPress.com
- Getting Familiar with the Dashboard and the Administration Bar
- Customizing the Settings
- Making Your Site Private

Chapter 3: Setting Up Your Local WordPress Blog

- Host and Domain Registration
- Installing WordPress
- Getting Familiar with the Dashboard and Admin Bar
- Settings Customization

Chapter 4: Creating the Content

- Creating and Editing of Tags and Categories
- Introducing the Visual and Text Editor
- Writing and Publishing Your First Blog Post
- Splitting Up Long Posts Using the More Option

Chapter 5: Creating Visual and Audio Content

- Upload and Edit Images
- Insert Images from Web Sources
- Link to YouTube and Other Videos
- Link to a Podcast from Your Blog

Chapter 6: Changing a Site's Look and Function

- Installing and Customizing Themes
- Using Widgets
- Installing and Using Plugins
- Understanding and Using Jetpack

Chapter 7: Engaging Your Readers

- Comment Management
- Understanding and Joining RSS Feeds
- Adding Cross References to Your Post
- Adding Social Media Sharing Buttons

Chapter 8: Building Traffic to Your Blog

- How to Comment on Others' Blogs
- Connecting with Social Media Networks
- Understanding Trackbacks and Pingbacks
- Optimizing Your Blog for Search Engines

Chapter 9: Tracking Blog Statistics

- Understanding What Statistics Offer
- Site Stats vs Google Analytics
- Comparing Several Statistical Analyzers
- Choosing the Best Statistics Analyzer for You

Chapter 10: Maintaining Your WordPress Blog

- Looking at Different Ways to Back-up Our Site
- Understanding Updates
- Removing Outdated Drafts and Revisions
- Support at WordPress.com and WordPress.org

Chapter 11: Expanding Your Posting Options

- Managing WordPress from Different Smartphone Devices
- Examining Different Posting Options
- Consider Using a Blogging Client
- Installing and Using Evernote

Chapter 12: Expanding Your Content Options

- Understanding and Using of Shortcodes
- Adding Songs to Your Site
- Adding Videos to Your Site
- Embedding Different Content Into Your Site

Chapter 13: Customizing Your Site's Look

- Understanding and Using Featured Images
- Understanding Post Formats
- Understanding the Theme Editor and Modifying it Using CSS
- Changing the WordPress Languages

Chapter 14: Managing Content and Multiple Users

- Understanding User Capabilities
- Managing Roles and Capabilities
- Ways to Help You Manage a Multi-User Website
- Creating a Portfolio

Chapter 15: Making Money from Your Blog

- Placing Ads on Your Blog
- Difference Between Google Ads and WordAds
- Learning How to Work with Amazon Affiliate Ads and Amazon aStore
- How to Set Up an E-Commerce Website