WordPress Training

Course Outline

Session One – Friday 28th April

Websites

- Overview of a website
- Different types of website
- How visitors find your website

How to add content to your website

- Adding content with WordPress
- Adding media, images, video, audio etc. to your site

How to set up WordPress

- Introduction to WordPress
- Setting up WordPress
- How to navigate around WordPress

Posts and Pages

- Differences between Posts and Pages
- Adding content to Posts and Pages
- What are Parents and Categories

Session Two – Friday 26th May

How to design your basic website

- Website Layouts / Wireframes
- Content vs. Styles

Navigation

- Making & managing Menus
- Linking Pages, Posts and external Websites

Themes

- What are Themes
- How to install Themes
- How to customise a Theme
- What are widgets

Plugins

- Overview of plugins
- Key plugins to use

Session Three – Friday 23rd June

Search Engine optimisation

- Search Engine Optimisation (SEO). Meta descriptions, Keywords and how to improve your search rankings

Security

- WordPress website secure tips
- How to back up and restore your WordPress website and content

Analytics

- Google Analytics
- Tracking who's visiting your website, where they are coming from and what they are looking at