

Course Syllabus



WordPress for Websites

Call +44 (0)1865 522 658

Objectives

When you have completed the WordPress for websites online course, you will be able to create a 5 page WordPress website with blog. You will think about designing a user friendly website (colours, images, accessibility). You will install a template, include plugins, create static pages, include images, use widgets, and implement SEO. You will learn how to create blog posts. Google Analytics will be included in the website and you will receive an introduction to Google Analytics and how to measure the success of your site.

Object 1 - Website design steps

- What is WordPress?
- Why use WordPress?
- WordPress terminology
- Mobile websites
- Web hosting
- Page layout and navigation
- Readability
- Fonts
- Using Images
- Eyetracking
- Images and image use
- Colour choice
- Using video
- Keywords
- Linking to social media
- Accessibility

Object 2 - Getting started with WordPress

- Examples of themes in use
- Selecting, installing and customising a theme
- Making your site invisible to search engines
- Creating a static home page
- Permalinks
- Using images
- Blocks

Object 3 - Enhancing the Website

- Widgets
- Plugins
- Further customisation

- Implementing SEO using Yoast
- Menus
- Shortcodes
- Best practice for creating and maintaining websites

Object 4 - Blogging

- Creating blog posts
- Using categories and tags
- Creating a comments policy
- Managing blog comments
- Marketing your blog
- Blogging tactics

Object 5 - Live Site Tasks and Analytics

- Publishing a live website
- Registering your website with search engines
- SSL Certificates
- Https on WordPress
- Analytics
- Websites - best practice

Summary

Duration: Materials access for 12 months
15 hours of course content
Price: £99 + VAT
Prerequisites: Broadband

**Buy WordPress for
Websites Course**

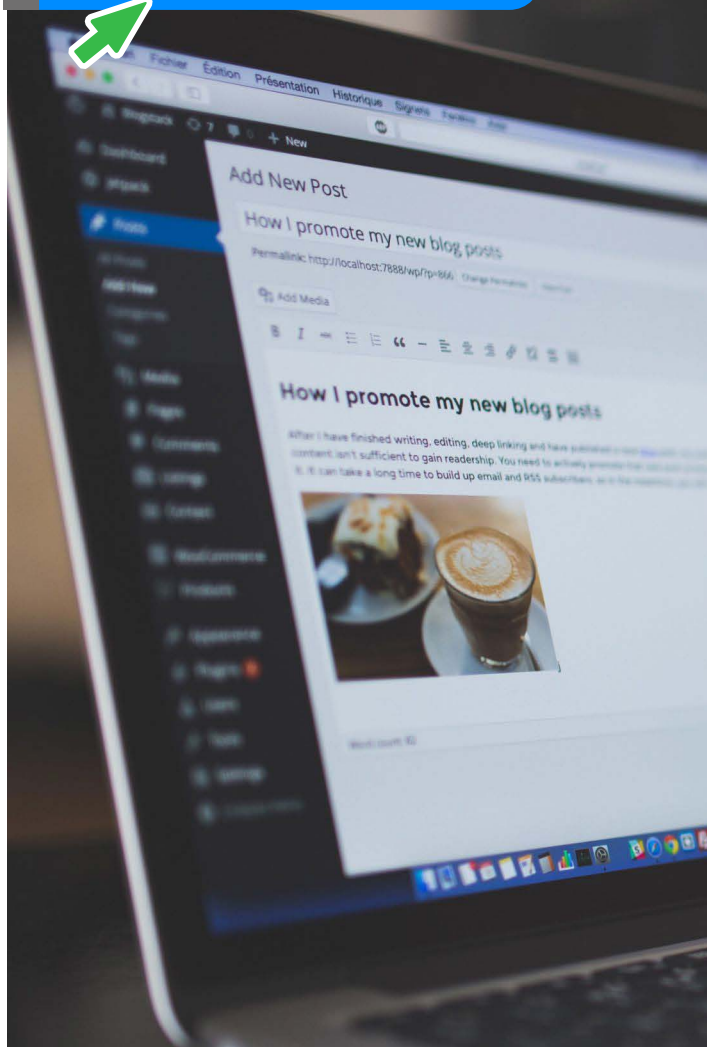




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Call us today on +44 (0)1865 522 658
or email: mary@concisetraining.net



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Our online courses walk you through how to use Social Media effectively to gain awareness, authority and interaction with your customers. Learn in your own environment, at your own pace.

- Highly interactive – video, scenarios, checklists & more
- Support by email and exclusive Facebook group
- 12 months access



Social Media Strategy for Business (17 hours)



Blogging for Business (19 hours)



Facebook for Business (15 hours)



Instagram for Business (11 hours)



Introduction to Search Engine Optimisation (6 hours)



LinkedIn for Business (11 hours)



Creating Images (10 hours)



Twitter for Business (13 hours)



Creating Video for Business (19 hours)



WordPress for Websites (21 hours)

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