

# WordPress training course outline

- Time 9am – 3pm
- Please note that you will need a laptop (Windows or Mac) as the course is 'hands-on'
- The course is great if you want to learn how to build a new website,
- The course is also great if you have an existing website and you want to learn how to maintain and improve it.
- Attendees get a WordPress training site to learn on during the day and for 1 year after the course
- All attendees get electronic copies of the training materials used throughout the day
- No experience required. As long as you can use a computer you will be able to build a great looking website with WordPress.

## How to set up WordPress

- Introduction to WordPress
- How to install and set up a WordPress website in 10 mins

## How to use the new WordPress Elementor Editor

- How to add Blocks
- How to create advanced layouts with the new Block Editor
- How to create professional looking pages and posts
- How to add links
- Inserting and embedding media – images, video, audio

## How to publish posts, pages, images and video

- An explanation of Pages and Posts
- How to manage content in WordPress
- How to use Categories and Tags
- An explanation of content management in WordPress

## Structuring your website

- How to create and arrange navigation menus
- How to use widgets
- How to create a blog
- How to create a website
- How to create a website with a blog

## Comment moderation

- How to monitor and moderate comments
- How to stop spam

## How to make your site look great with WordPress themes

- Themes and how can you use them
- How to install themes
- Recommended themes

## How to add functionality to your site with WordPress plugins

- Overview of plugins
- How to install plugins
- 5 top WordPress plugins and what they do
- How to set up an online shop
- How to use plugins to improve your website's functionality

## Search Engine optimisation

- How to rank better on Google
- How to make sure your website is optimised for Search Engines
- Use 'pretty url's' that will improve 'click through' rates
- Tagging and categorising your posts - how to do it and why it's important
- How to add meta descriptions in your content to improve ranking
- Best practices when linking

## Security

- How to make sure your WordPress website is secure
- How to back up your WordPress website

### **Following this course you will be able to:**

- Create a WordPress website
- Manage, update and improve a WordPress website
- Use WordPress to manage your website content
- Integrate social media content into your WordPress website
- Promote your website
- Manage comments
- Understand WordPress themes, plugins and widgets