



Written by Jodi Allbon from Let's Build a Website 2019 ©

## WORDPRESS COURSE OUTLINE

### **WordPress Admin**

The WordPress admin is where you edit and manage your WordPress Website.

- Learn about the WordPress admin.
- How to log in.
- How to log out.
- How to hide and move sections within panels.

### **Set up the WordPress basics**

- Set your site name and tagline.
- Set time/date.
- Set site language.
- Hide your site from the search engines (until it's ready).

### **User Profile**

- Set up your user profile.
- How to change your email and password.
- How to add a new user.
- How to delete a user.

### **Set up the correct URL structure**

Having user friendly URLs is crucial not only for the user but for Google.

### **We show you how to:**

- Set up Google friendly URLs - [Permalinks].
- How to modify URLs.

### **WordPress Themes**

A WordPress theme is the design of the website. You may already have one or are in the process of choosing a new design.

### **We will:**

- Discuss WordPress themes.



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### **Show you how to:**

- How to install free themes.
  - How to install paid themes.
  - Where to source paid themes.
  - How to customise a theme.
  - How to delete unused themes.
- 
- We set up a free theme from scratch in the course.
  - We discuss responsive themes (mobile friendly).
  - And why they are so important.

### **Set up a Home and Blog page**

- How to set up a normal static website.
- That is; to make the home page your front page and the blog as a separate page.
- This is how a standard website is set up.
- Discuss the home page layout \*unique to each theme

### **Add Pages**

We will add some generic pages.

- Home, About, Contact, Blog, Services, Service 1, Service 2, Privacy, Terms.
- Then add some text – (dummy text).

### **Create a Navigation Menu**

You need a navigation menu to allow users can navigate around your website.

### **You will learn how to;**

- How to add pages and subpages.
- Place pages in order.
- How to create another menu for the footer.



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## Pages overview

### We will discuss:

- The most useful features inside a page.
- How to use the classic text editor.

## Styling and Managing Content

We teach you how to add content to your website.

### Including how to;

- Format a **Google and user** friendly page.
- Add **Headings**.
- Add **Links** - internal, external, email and phone links.
- Add **Images**.
- Add a **PDF**

## Images/Media Library

We discuss where to get professional images from, that doesn't cost you a bomb!

### We teach you, how to:

- Add images.
- Edit images in WordPress.
- How to make Google friendly images.
- How to optimise images for the web with a free online tool.
- What is optimising and why it's needed for fast loading pages.

## Widgets

Widgets are content boxes that allow you to add content to your footer and sidebars.

- We discuss what widgets are.
- How to use widgets.
- How to delete widgets.
- How to add some popular widgets to the footer and sidebar areas of your website.



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## **YouTube**

YouTube is the second biggest search engine [and owned by Google], so it is definitely worth investing in. YouTube is free to setup and use, so it's perfect to showcase your videos to attract more visitors to your website and brand.

- How to add a YouTube video to a page and sidebar.
- Why YouTube videos are important.

## **Google Map**

A Google map is crucial for any business who has a physical location.

We show you how to:

- Get the Google code.
- And add a Google Map to the footer and/or the contact page.

## **Blogging**

**We discuss the following:**

- What is a blog.
- Why you should have a blog.
- How a blog can help your site be more visible to Google and your users.

**We show you how to:**

- Set up the blog.
- Write your first post.
- Format content.
- Add images and text.
- Add featured images.
- How to control comments and spam.

## **Plugins**

Plugins are apps for your website.

- We discuss what plugins are.
- How to search for plugins.



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- How to install plugins.
- How to delete plugins.
- Plugin issues.
- We will add the most popular plugins for a professional website.
- For e.g. Social Media, Contact Form, Security, Backup and Anti-Spam

### **Contact Form**

This is a great way to capture users contact details.

- How to install and set up an online enquiry form.

### **Social Media**

Every business should have Social Media to create brand awareness and help grow your website. Social Media is easy to add to your website with WordPress.

- We discuss why Social Media is crucial for your business

#### **We show you how to:**

- Install and configure a Social Media plugin.
- **Set up Social Sharing.**

**Sharing is caring!** - We set up icons that allow the user to share your content. This is crucial for your website to grow.

- **Set up Social Follow**

**Social Follow** - allows people to like your Social Media Profile.

### **Anti-Spam**

Spam can be detrimental to your website's credibility with Google and other search engines. We teach you how to control this.

#### **We show you how to:**

- Install an anti-spam plugin.
- Monitor comments.



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- Delete spam.

## Backup WordPress

Backing up your WordPress site is crucial.

### We will show you how to:

- Install and set up a backup plugin.
- Configure the plugin to backup automatically.
- Backup on a weekly basis.

## WordPress Security

We discuss why security is so important for your WordPress website.

- How to make your site more secure.
- What you can do to keep your site safe.
- What you can do to keep your site functioning properly.

## Google Tips

- Throughout the WordPress training, we talk about Google and what you can do to make your site Google ready.
- We offer free tips that other courses **DO NOT** include.
- It takes a long time to learn about Google and how search engines rank your website.
- We are constantly learning and upgrading our skills every day to keep up to date with the trends in Google.
- We also take pride in training in the latest techniques and keep all our E-books and manuals up to date.



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## **Training Overview**

We will teach you how to set up a WordPress website from scratch. In this course you will set up a mini website in 4 hours.

Even if you don't need to set up a new website, building the WordPress website from the very beginning in the course, will give you a better understanding of how to manage, edit and modify your website ongoing.