



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.
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- 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.