WordPress | An Introduction Training

Duration: **2 Day**

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Overview

In this course, you will learn the skills, tools, and knowledge to implement and maintain a WordPress site. You will learn how to install, configure, and troubleshoot WordPress. This course is a combination of lectures and hands-on exercises that provide practical real-world experience.

Who Should Attend?

- Web designers who wish to learn about WordPress
- Anyone wishing to incorporate WordPress into their web workflow

What You Will Learn

- How to install and configure WordPress
- The features and functionality of WordPress
- Troubleshooting techniques
- How to manage your blog
- Much more

Outline

1. Foundations of a WordPress-based website

- Understanding and Using Domain Names
- WordPress Hosting Options
- Installing WordPress on a Dedicated Server
- Understanding Directory Permissions

2. Basics of the WordPress User Interface

- Understanding the WordPress Dashboard
- Pages, Tags, Media and Content Administration
- Core WordPress Settings

3. Finding and Using WordPress Plugins

- Finding and Installing Plugins Quickly and Easily
- Upgrading WordPress Plugins
- Recommended WordPress Plugins

4. Working with WordPress Themes

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- Understanding the Structure of WordPress Themes
- Finding Themes and Choosing the Right One
- Installing and Configuring Themes
- Editing and Customizing Themes
- Using Theme Frameworks and Parent-Child Themes
- Theme Best Practices

5. WordPress Content Management

- Understanding Posts Versus Pages
- Organizing Posts with Categories
- Connecting Posts Together with Tags
- Custom Post Types and Custom Taxonomies
- Managing Lists of Links

6. Creating and Managing Content

- Hands-On Training on the WordPress Editors
- Hands-On Training on the New Image Editor
- Adding Video and Audio Media to a WordPress Site

7. WordPress-based Sites

- WordPress as a Blog vs. WordPress as a Website
- Converting a Website to WordPress
- WordPress as a Content Management System (CMS)
- Beyond blogging: Other Uses for WordPress

8. WordPress Search Engine Optimization (SEO)

- A Checklist for WordPress SEO
- Using SEO Plugins and SEO Friendly WordPress Themes
- Mastering Google Webmaster Tools
- Writing and Linking for SEO
- Avoiding Black Hat SEO tactics that will get you into trouble with Google

9. Managing Multimedia with WordPress

- Organizing Pictures, Videos and Downloadable Files in WordPress
- Alternatives to Using WordPress for Managing Media Online
- Using WordPress Photo Galleries

10. WordPress Site Maintenance

- Updating and Upgrading WordPress itself
- Updating Plugins and Theme s
- Database Maintenance for WordPress Users
- WP-DB Manager

11. WordPress Security

- Securing WordPress Passwords

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- Updates and Patches to Keep Your Site Secure
- Connecting Securely to Your WordPress Site
- User Management

12. Troubleshooting Common WordPress Problems

- Fixing Posts and Pages if They Break
- Fixing Broken Widgets
- Fixing Theme Issues
- Fixing Plugins
- Identifying and Fixing Common Database Issues

13. WordPress for iOS, Android, Blackberry and Windows Phone Devices

- Write Posts
- Edit Pages
- Upload Photos
- Manage Comments