

WORDPRESS TRAINING



Get your website & online business working today! Register at: DMMWordPressTraining



Workshop Details Location

400 Corporate Pointe, Suite #300
Culver City, CA 90230

Dates & Times

Dec. 18th & 19th
9:30 a.m. - 3:30 p.m.

Who is This Course For?

This is a beginner to intermediate course which is designed to be helpful to those who have never seen WordPress before or those who have been using WordPress but without a formal understanding of the mechanics behind it.

SIGN UP TODAY!

LEARN HOW TO BUILD A SMALL BUSINESS WEBSITE USING THE LATEST WORDPRESS THEME!

If you are an entrepreneur, business owner or anyone that needs a website, this 2-day **LIVE** workshop is a step by step training that will teach you how to create and build an amazing and responsive sleek business website using Wordpress!

WordPress is the premier content management system for those seeking an easy, user-friendly way to set up and maintain a website. In this workshop you will *Learn quickly by doing!*

This '**beginners**' workshop operates under the assumption that the learner knows nothing about **Wordpress** and creating websites in general. By the end of this training, individuals will have the knowledge to fully utilize **WordPress** to build professional looking websites!

- ✓ Be walked through the basics of creating and getting a business website up live and quickly!
- ✓ Know how to update and maintain their **WordPress** site using the **WordPress** dashboard!
- ✓ Learn how to avoid common problems and pitfalls. Plus you'll find out how to customize your site to get the exact look you're going for!



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Workshop Training Outline

Getting Started To Wordpress – The Basics

- Introduction To Wordpress
- Elements of A Website
- Understanding and Using Domain Names
- Resources Available

Wordpress User Interface

- Overview of the WordPress Dashboard
- Integrating Pages, Posts, Tags, Links, Media and Content Administration
- Core WordPress Settings
- Introduction To Menus
- How To Set Up A Menu

Wordpress Content Management System

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

Creating & 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
- Organizing Pictures, Videos and Downloadable Files in WordPress
- Curating Content on Wordpress

Wordpress Based Sites

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

Getting Hosting & Installing Wordpress

- Wordpress Hosting Options
- Installing Wordpress On A Dedicated Server
- Installing A Wordpress Theme
- Resources Available

Working With Wordpress Themes

- Understanding the Structure of WordPress Themes
- Finding Themes and Choosing the Right One
- Installing and Configuring Themes
- Header & Editor Settings

Finding & Using Wordpress Plugins

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

WordPress Search Engine Optimization (SEO)

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

User Roles & Wrap Up

- Users and Roles
- Wrap Up & Thank You!
- Bonus for Signing Up To Training!