

Course Name:

Building Professional Business Website Using WordPress

Synopsis

This WordPress for Business training course is for anyone who wants to learn how to fast and easy to create a professional business website, specifically designed to take you from zero to a professional-looking website that you can use to market your business online.

What You Will Learn

Learning Objective:

- Set up from downloading source file, Install and Setting Up Business Site
- Configure Standard or Custom WordPress Templates.
- Build, Administer and Update a Website using WordPress.
- Add and configure WordPress Plug-ins and Widgets.
- Manage Users and WordPress Site Administration.
- Securing a WordPress Website

Learning Outcome:

By the end of the training, participants will be able to:

- Setting up a business website
- Managing domain and hosting
- Managing WordPress's backend
- Deploying themes and plugin
- Secure & Backup's WordPress website
- Improve website performance and search engine ranking

Who Should Attend

This course is suitable for:

- Business owner
- Entrepreneur
- Startups
- Webmaster
- Sales & Marketing Team
- Digital Marketer
- Social Media Marketer
- SEO Specialist

Prerequisite

- Stable Internet Access (At least 10Mbps above)
- Valid Email ID (either Personal/Business)
- Dual monitor will have an advantage for better learning experience
- Own a domain name / sub-domain and web hosting account
- Trainer/ Training provider can assist in preparing Domain and web hosting services (additional cost incur)

Course Methodology

With this 3 days course, every participant has a chance to explore their own WordPress's website. Trainer will guide you to navigating WordPress content management system. We will go into practical sessions, hand-on, configure and learn how to manage your own WordPress website and all its functionality.

Course Duration

3 day(s) - 9am - 5pm

Course Structure

Session 1: Fundamental of Web Development Using WordPress

Topics include:

- What is WordPress & Why WordPress?
- Necessary Resources
- Getting Start with WordPress
- Navigating WordPress
- WordPress Mobile

Session 2: Customizing WordPress Appearance

Topics include:

- WordPress Themes
- FREE Themes vs Commercial Themes
- Installation & Setting WordPress Themes

Session 3: WordPress Essential & Advanced Plugin

Topics include:

- What is Plugin and Why Plugin
- Free Plugin vs Commercial Plugin
- Installing Plugin
- WordPress essential add on & advance add-on feature

Session 4: WordPress Backup & Recovery

Topics include:

- Why Backup?
- Installation and configuring backup
- Offsite Backup
- Manual Backup
- Restore and Recovery

Session 5: Improve WordPress Performance and Speed

Topics include:

- Why is performance and speed important?
- Installation and configuring CDN & Web Caching
- Database & Image Optimization

Session 6: Securing WordPress against attacker

Topics include:

- Why Secure WordPress?
- Installation and configuring firewall

Session 7: Enhance WordPress Search Engine Visibility

Topics include:

- Important of On-page SEO
- Installation and configuring On-page SEO
- Optimizing On-page SEO



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Session 8: Maintaining WordPress Website

Topics include:

- Security and Updates