WordPress Training (1 Day)

My WordPress training is tailored to meet your exact requirements. The workshop outline below is typical of the content and level I cover but as you are paying for personal training you set the agenda. Training takes place in the comfort of your own home at a date and time to suit you. For a small additional fee I can even conduct the training at the weekend or in the evening.

1. **Getting started**: Buying/configuring a domain name to work with your WordPress site and familiarising yourself with your web host's control panel.
2. **Installing WordPress**: Most good web hosts provide a one click install to get your WordPress site up and running. We will learn how to do this, how to login and change the default admin username and password for security reasons, how to create new users and assign appropriate permissions.
3. **WordPress basics** – exploring and navigating the WordPress Dashboard and Admin bar
4. **Working with Media**: Learn how to upload images, videos, audio and documents to the Media Library for use on your site. We will learn how to work with the Media Library and Image Editor to make sure your content looks great when published.
5. **Posts and Pages**: Understanding the difference between them, creating and editing basic posts and pages using the visual editor
6. **Working with Post Categories and Tags**: Make your content easier to organise and find by using categories and tags with your posts.
7. **Navigation menus**: Learn how to create and edit Navigation menus to help users find your content easily.
8. **Widgets**: Understand what widgets do and how they work in WordPress. Learn how to add widgets to predefined areas in your theme.
9. **Themes**: Finding, installing and configuring a theme for your website. When working with themes it's important to note that any changes that you make to the core theme files will be overwritten next time that theme is updated. We will learn the correct way to customise a theme by creating and using a "Child theme" so that your changes remain intact
10. **Plugins**: Plugins are a great way to add extra functionality to your site with anything from social media integration to snazzy image sliders and carousels and there are thousands to choose from – many of them free. Learn how to find suitable plugins, install and configure them and how to troubleshoot any problems that may arise.
11. **Creating more advanced layouts using a short code plugin**: The WordPress visual editor is a great tool but it has its limitations when it comes to creating more advanced engaging content. Short codes allow you to add all kinds of

content such as collapsible accordion lists, tabbed content, columns, call out boxes and much more. We will learn how to install a suitable plugin and use it to create pages with different layouts.

12. **Search engine optimisation (SEO)**; Now you have a great site you want people to find it. WordPress is quite SEO friendly but there are a few additional steps you can take to give your site the best chance of being found. Please note this is an introduction into SEO and how to optimise your WordPress site. It is not intended to be a comprehensive tutorial.

13. **Webmaster tools**: Learn how to set up accounts with Google and Bing and submit your site to them for indexing.

14. **Google Analytics**: This is a free tool provided by Google that lets you analyse traffic to your website letting you see what country they were from, what pages they visited, how long they stayed on your site and even the type of device and browser they used.

15. **Backups**: No matter how hard you try, your site is not immune to hackers so a robust back up strategy is essential if you are to keep your website up and running. It's also a great safety net in case you break something when updating a theme or a plugin as you always have the back up to fall back on. We will learn how to set up and configure a plugin that will save back up copies of all your files and the WordPress database to a cloud location like Google Drive. We will learn how to schedule backups as well as how to restore your site from an earlier back up.

16. **Keeping your site secure**: Learn about some simple steps you can take to ensure that your WordPress site is secure which includes updating WordPress itself along with any themes and plugins.

17. **FAQs**: A chance to ask questions on anything we have covered or take a look at any project you are currently working on