Wordpress Fundementals Guide

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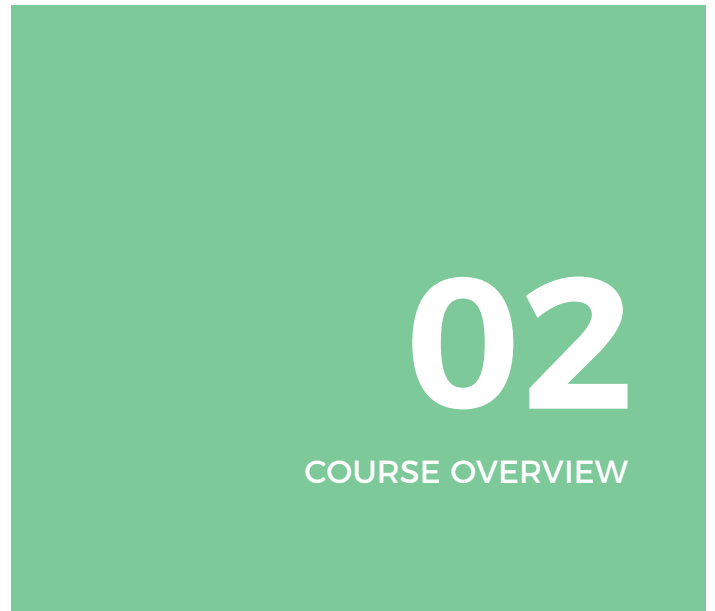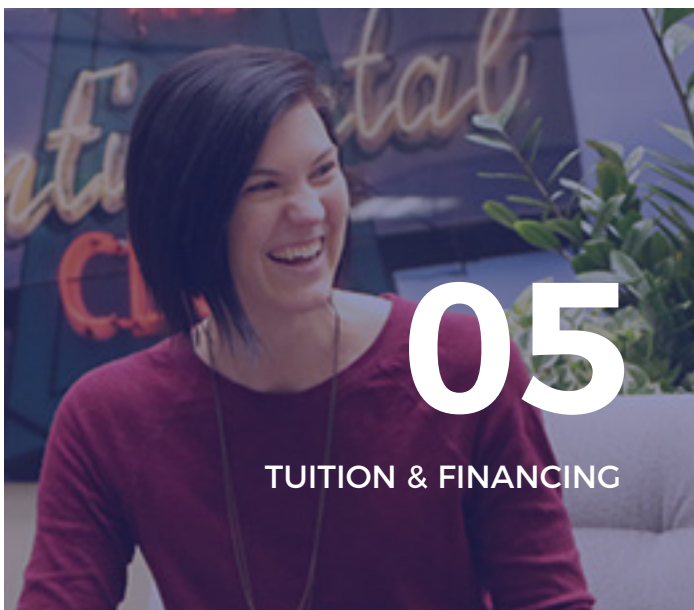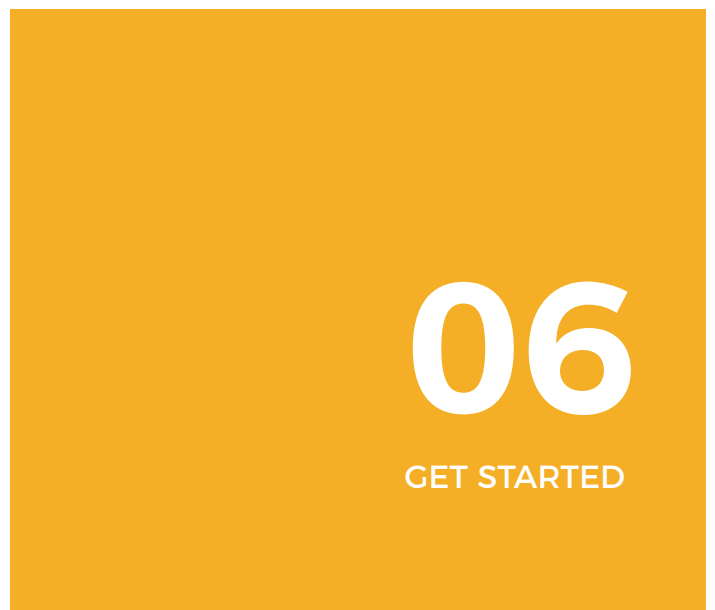
ABOUT
WP ENGINE

Founded in Austin in 2010, WP Engine is an industry leader in managed WordPress hosting and the premier WordPress Digital Experience Platform. Headquartered in Downtown Austin, WP Engine serves customers in 150+ countries with additional offices in San Antonio, Texas; Limerick, Ireland; London, England; San Francisco, California; and Brisbane, Australia.

- **WP Engine Does:**
  WP Engine is an industry leader in "managed WordPress hosting", meaning that they provide web services, support, and security for companies using WordPress websites. WP Engine also provides the premier WordPress Digital Experience Platform, a suite of solutions that allow companies to create unique and powerful online experiences on their WordPress websites.

- **WP Engine Is:**
  WP Engine is a diverse and inclusive set of people brought together by shared purpose and values. 66% of WP Engine's leadership team are women, 30% of WP Engine employees do not have a college degree, 31% of WP Engine employees are non-white ethnicity, and 8% of WP Engine employees identify as LGBTQ.

- **Where You Fit In**
  WP Engine is a rapidly growing tech company serving over 120,000 customers worldwide. To maintain an excellent customer experience, WP Engine is looking to hire qualified technical support specialists to serve their growing customer base. In this course you will learn all of the technical skills needed to perform this role, and receive a guaranteed interview with WP Engine.

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OVERVIEW

Austin Coding Academy's WordPress Fundamentals Course is a course designed to introduce students to WordPress and give them the opportunity to interview for a position with WP Engine's customer support team in a role that provides a competitive salary, promotion opportunities, and an entry-point into one of Austin's fastest-growing tech companies.

COURSE HIGHLIGHTS

Schedule

- This course is part-time in the evenings, with classes meeting twice weekly from 6:30 - 9:00 p.m
- You will be expected to study and work on projects outside of class, both on your own and with the support provided by our unlimited tutoring

Classroom Experience

- This course utilizes a "flipped classroom approach". Learn what that means.
- Class will be led by a professional WordPress Developer that is currently working in the industry

Curriculum

- This course is designed to cover the most important skills necessary to become a technical support specialist with WP Engine
- Students will also leave with a thorough understanding of WordPress and web fundamentals

Guaranteed Interview

- Every student that completes this course is guaranteed an interview with WP Engine
- While an interview is guaranteed, WP Engine does not guarantee employment to students

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Week 1: HTML/CSS & SEO Basics

What You'll Learn: In the first week of class you will be taking a deep dive into content. Content is the backbone of the web – from text to pictures to videos to gifs, and more. HTML and CSS are the primary languages used to create and display content on the web, while Search Engine Optimization (SEO) is a set of practices and strategies aimed at making content rank higher in search results.

Week 2: WordPress Basics & Themes

What you'll learn: During week 1 you will begin your in-depth introduction to WordPress. You'll understand what WordPress is, why it is so widely-used, key concepts, page structure and more. Finally, you'll get an introduction to custom themes, how to use them, and why they are an important part of what WordPress has to offer.

Week 3: Gutenberg Editor & Page Builders

What you'll learn: In week 3 you will begin to immerse yourself in the real WordPress, moving beyond the basics and into the tools used by professional WordPress users. You will learn about the Gutenberg Block Editor and Page Builders, two tools that give WordPress users more creative control over their websites and increase functionality.

Week 4: Dev Tool Basics & Core Files

What you'll learn: Now that you've established a strong understanding of basic WordPress principles, you will begin to dive into deeper and more powerful customization and best practices. In week 4 you will learn how to customize sites using more advanced CSS and Dev Tools as well as understand the general structure of a WordPress website at the admin level.

Week 5: Web Hosting & Genesis Framework/StudioPress

What You'll Learn: During week 5 you will continue to focus on more practical aspects of WordPress. You will learn how to set-up hosting for WordPress sites to make them live on the internet, and also learn about the Genesis Framework, WordPress' most popular framework and StudioPress, a range of themes built on top of Genesis.

Week 6: Site Migration & Plugins

What you'll learn: It's time to get technical. In week 6, you will begin to develop an understanding of the more technical aspects of WordPress – site migrations and plugins. You will take a look at how to transfer files on the web and how to use plugins to create forms, galleries, and other important WordPress site features.

Week 7: Troubleshooting & Optimization

What you'll learn: To this point, you will have focused primarily on how to build WordPress websites. During week 7, you will learn how to troubleshoot common problems and optimize existing websites. You will take a look at common status codes and error messages that occur on websites as well as look at ways to improve site speed and performance.

Week 8: Regular Expressions

What you'll learn: In week 8 you will be introduced to Regular Expressions (or regex/regexp). Regular Expressions are character sequences that define a search pattern. You will learn how to use regular expressions to set-up URL redirects and to search and replace content on your WordPress sites. This is handy for improving site performance, speed, and SEO as well as easily replacing large amounts of content.

Week 9: Linux Command Line

What You'll Learn: During week 9 you will learn about the basics of Linux Command Line. Using this interface, you will be able to locate and move files between different directories without using a web browser. This interface allows you to perform most of the actions that you might perform as a WordPress admin or technical support specialist.

Week 10: Google Analytics & Yoast SEO

What You'll Learn: In the final week of class you will learn about two of the industry standard platforms for website performance/SEO – Google Analytics & Yoast SEO. These two tools allow you to manage and optimize site performance and collect data, and are used universally across WordPress sites and beyond. You will also submit your final project.

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WHAT IS A TECHNICAL SUPORT SPECIALIST

This 10-week course, designed by Austin Coding Academy and WP Engine covers the technical skills that students will need to become a technical support specialist on WP Engine's Customer Service team. After completing the course, every student is guaranteed an interview for this position. Here is some more information on what you can expect to do as support specialist with WP Engine:

Your Responsibilities:
- You are the first point of contact between WP Engine and customers dealing with WordPress problems on chat and phone
- You demonstrate a keen knowledge of web technology and digital experiences and are able to quickly identify problems
- You work well in a collaborative troubleshooting environment while also being able to come up with solutions autonomously
- Demonstrate focus and active listening in every interaction with WP Engine customers, leaving customers feeling supported and understood
- Effectively work in a team environment that uses cross-collaboration and teamwork to solve issues; You are able to work with others.

YOUR PATHWAY TO A CAREER IN TECH

This role is perfect for candidates with prior customer service experience that are looking for an opportunity to use their skills to break into Austin's growing tech scene. At WP Engine, you will be able to build on your customer service experience, develop your technical skills, and enjoy the benefits of working for one of Austin's fastest growing tech companies, including:

- Competitive Compensation, medical/dental/vision coverage, and stock options
- Promotion Opportunities – 100% of senior support roles at WP Engine are promoted from within
- Great Work Environment – casual dress code, free lunch and snacks, company outings, and more.

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TUITION & FINANCING

Austin Coding Academy's WordPress Fundamentals 10-week course prepares students for a guaranteed interview with WP Engine for the role of full-time technical support specialist. The cost of tuition for the course is $2,000. We offer a couple of options for students to manage the cost of tuition as they launch their new career:

Pay Up Front

Total Cost
$2,000

If you are able to cover the entire cost of tuition up front, you are welcome to pay the entire $2,000 at the beginning of the course. If you do decide to withdraw from the course for any reason, we do offer a pro-rated refund for classes occuring after your withdrawal.

Payment Plan

$200/week

Alternatively, you can select to get started with the course by making a $200 deposit and choosing to make either weekly ($200) or bi-weekly payments ($400) over the course of your class until your tuition is paid in full.

We are currently looking into providing scholarship options for our next cohort.

Contact info@austincodingacademy.com for more information.

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GET STARTED

HOW TO APPLY

Ready to begin your new career? Getting started with our application process is quick and painless – and non-binding! Even if you haven't fully decided on Austin Coding Academy, we encourage you to start the process. Once you are accepted into our program, we are able to hold a spot for you in one of our classes. Here is what to expect with our application process:

1. Fill out your application (< 5min)

2. When you submit your application you will be asked to schedule a time for a short admissions interview with an advisor to talk about your experience, goals, and any questions or concerns you may have

3. During your admissions interview you will be given a short coding assignment to complete and set up a follow-up call. (Don't worry, you don't need to know code yet)

4. After finishing your coding assignment, you'll review it along with an admissions advisor in your follow-up call and receive your acceptance decision

5. Once you've been accepted, all you need to do is make your deposit and you'll be enrolled in class and have access to your textbook and pre-work

Ready to get started?

Apply Now