

# FREELANCE WORDPRESS DEVELOPER *syllabus*

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## HAVE A QUESTION? ASK!

Read up on all the ways you can [get help](#).



## CONFUSION IS GOOD :)

Seriously, it's scientific fact.  
[Read all about it!](#)



## REMEMBER, YOU ARE NOT ALONE!

Join your Skillcrush classmates in the [Google Group](#)!



## STAY TUNED TO YOUR INBOX

Our class emails will keep you on track and in the loop!



## BEFORE YOU BEGIN!

### START YOUR ORIENTATION:

[Welcome to Skillcrush](#)

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## GENERAL OBJECTIVES

- 1 Learn how to concisely explain your technical question to a group
- 2 Learn how to answer technical questions like a developer
- 3 How to research your technical problem on the web

## CLASS GOALS

- 1 LEARN TO DEVELOP CUSTOM WORDPRESS SITES
- 2 GET UP AND RUNNING WITH GIT & GITHUB
- 3 LEARN PROFESSIONAL BEST PRACTICES FOR DEVELOPMENT
- 4 WORK WITH YOUR FIRST CLIENT

# SKILLCRUSH 103: INTRO TO WORDPRESS DEVELOPMENT

Learn the basic foundation of the most in-demand content management system on the Web. This class will walk through the admin back-end of the WordPress Content Management System (CMS) and introduce PHP, the programming language that powers all WordPress sites.

**TIMELINE:** 3 Weeks + 1 Week Off

**PROJECT:** WordPress blog with a static landing page

<b>WEEK 1</b>	
<b>SKILL LESSONS</b>	<ul style="list-style-type: none"><li>● Intro to WordPress</li><li>● How to Install Wordpress on Your Computer</li><li>● Intro to the WordPress Admin (Posts &amp; Pages)</li><li>● Digging into the Admin (Settings &amp; Widgets)</li><li>● Introducing WordPress Themes</li><li>● A Deeper Dive into Theme Files</li></ul>
<b>CAREER EXERCISES</b>	Revamp Your Resume

<b>WEEK 2</b>	
<b>SKILL LESSONS</b>	<ul style="list-style-type: none"><li>● Partials &amp; Includes</li><li>● Intro to PHP</li><li>● Template Tags</li><li>● The WordPress Loop</li><li>● Understanding the Query</li><li>● How to Debug WordPress...</li><li>● Modifying Post &amp; Page Templates</li></ul>
<b>CAREER EXERCISES</b>	Get Your Social Media House in Order

<b>WEEK 3</b>	
<b>SKILL LESSONS</b>	<ul style="list-style-type: none"> <li>● Making a Homepage Template</li> <li>● Editing Functions.php</li> <li>● All About Plugins!</li> <li>● Quality Assurance (The big list of things you must QA)</li> <li>● Launching Your WordPress</li> <li>● Securing &amp; Backing Up Your WordPress</li> </ul>
<b>CAREER LESSONS</b>	Writing Cover Letters That Get Answered

## SKILLCRUSH 105: GIT SAFARI

Learn the basics of the most popular version control system that all the pros use. This class will teach you how to use the command line, Git and GitHub. You'll learn how to install Git, create repositories and store those repositories in GitHub so you can share your code. And you'll learn how to do it all via the command line!

**TIMELINE:** 1 Week

<b>WEEK 1</b>	
<b>SKILL LESSONS</b>	<ul style="list-style-type: none"> <li>● Command Line</li> <li>● Introducing Git</li> <li>● Installing Git</li> <li>● Branches, Merging &amp; Errors</li> <li>● Getting Started with GitHub</li> <li>● GitHub Basics</li> <li>● GitHub Pages</li> <li>● Working with Teams on GitHub</li> </ul>
<b>CAREER LESSONS</b>	<ul style="list-style-type: none"> <li>● Your GitHub Profile</li> <li>● Extra GitHub Resources</li> </ul>

# SKILLCRUSH 203: DEVELOPING WORDPRESS LIKE A PROFESSIONAL

Learn how to build WordPress into a robust content management system (CMS) using a wide range of plugins, custom post types, and a few other tricks only the pros know. Learn how to launch and deploy WordPress using the exact process that established companies such as Foursquare, Unbounce, and Skillcrush use!

**TIMELINE:** 3 Weeks + 1 Week Off

**PROJECT:** Work with a fake client to build a robust site with custom post types.

WEEK 1	
SKILL LESSONS	<ul style="list-style-type: none"><li>● Installing an existing WordPress site</li><li>● Child Themes</li><li>● Custom Queries</li><li>● Continuous deployment &amp; workflow</li></ul>
CAREER EXERCISES	<ul style="list-style-type: none"><li>● Package and Price Your Freelance Work</li></ul>

WEEK 2	
SKILL LESSONS	<ul style="list-style-type: none"><li>● Custom Post Types</li><li>● Advanced Custom Fields</li><li>● Custom Archives</li><li>● Importing From Different Platforms</li></ul>
CAREER LESSONS	<ul style="list-style-type: none"><li>● Find &amp; Land Freelance Clients<ul style="list-style-type: none"><li>○ How to craft your pitch</li><li>○ Addressing objections</li></ul></li></ul>

WEEK 3	
SKILL LESSONS	<ul style="list-style-type: none"><li>● Custom Contact Forms</li><li>● Custom Page Templates</li><li>● Creating Fun 404 Pages</li><li>● A Few More Bells &amp; Whistles</li></ul>

## SKILLCRUSH APPRENTICESHIP: WORKING WITH YOUR FIRST WORDPRESS CLIENT

During this three-week Skillcrush 'Apprenticeship' session, we will help you land your first PAYING WordPress client and guide you through the process of scoping the project, creating a timeline, and agreeing on a budget. Then, you dive right into your first project with your friendly Skillcrush instructor and peer support to answer all your questions along the way.

**TIMELINE:** 3 Weeks

<b>WEEK 1</b>	
<b>SKILL WORKSHOPS</b>	<ul style="list-style-type: none"><li>● Overcoming Imposter Syndrome</li><li>● Scoping a WordPress Project</li><li>● Intro to Responsive WordPress</li></ul>
<b>CAREER EXERCISES</b>	<ul style="list-style-type: none"><li>● Schedule a 1-on-1 Career Consultation</li><li>● Fast Track Formula: Reach Out to Your Inner Circle</li></ul>

<b>WEEK 2</b>	
<b>SKILL WORKSHOPS</b>	<ul style="list-style-type: none"><li>● Build A Healthy Client Relationship</li><li>● Intro to eCommerce Solutions</li><li>● How to Write a Proposal</li></ul>
<b>CAREER EXERCISES</b>	<ul style="list-style-type: none"><li>● Sign Up For a Small Group Portfolio Review</li><li>● Fast Track Formula: Reach Out to Your Extended Network</li></ul>

<b>WEEK 3</b>	
<b>SKILL WORKSHOPS</b>	<ul style="list-style-type: none"><li>● How to Get Paid: Estimates, Invoices, Oh My!</li><li>● WordPress as a Business (Case Studies)</li></ul>

