

WordPress for Websites Online Course Syllabus

Objectives

When you have completed the WordPress for websites online course, you will be able to create a 5 page WordPress website with blog. You will think about designing a user friendly website (colours, images, accessibility). You will install a template, include plugins, create static pages, include images, use widgets, and implement SEO. You will create blog posts. Google Analytics will be included in the website and you will receive an introduction to Google analytics to measure the success of your site.

Duration: 4 - 5 hours

Price: £97 + VAT

Prerequisites:

Broadband connection

Domain name and WordPress hosting - we recommend [Neil Pie](#)

**Buy WordPress for
Websites**

Course Content

Learning Object 1

- What is WordPress
- Why use WordPress
- WordPress.org or WordPress.com
- Website design
- Using images
- Accessibility considerations
- Mobile websites

Learning Object 2

- Selecting, installing and customising a theme
- Creating a static home page
- Permalinks
- Using images
- Blogging - what is it, why use and when to do it
- Creating a blog post

Learning Object 3

- Widgets
- Basic HTML coding
- Plug-ins
- Implementing SEO
- Creating content
- Registering with search engines and directories
- Marketing your blog
- An introduction to Google Analytics Terminology
- An introduction to Google Analytics Reports
- Best practice for creating and maintaining websites



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