WordPress Advanced | Course Overview

COURSE DESCRIPTION

This course primarily involves teaching students how to create their own theme in WordPress and expands upon the skills taught in WordPress Essentials. Topics that are discussed in conjunction with themes include custom functions, code snippets, adding and customising plugins and search engine optimisation (SEO) considerations.

PREREQUISITES

- A background (or have had training) in HTML/CSS
- Completed WordPress Essentials (or possess equivalent knowledge)

~~$459~~ $420 (+GST)

1 DAY | 9–4:30PM

Please visit our website for enquiries and bookings:
www.cd.com.au
www.facebook.com/citydesktop
www.twitter.com/citydesktop

Course outline

IMAGES, VIDEOS, AUDIO

Editing images in WordPress
Changing image sizes
Uploading and inserting videos and audio
Embedding videos from YouTube

ADVANCED PLUGINS

Plugin & theme considerations
TinyMCE Advanced
Jetpack
Sliders
Forms

FURTHERING SEO

WordPress SEO by Yoast
Refresh SEO basics
Keyword analysis
Sitemaps
Google Webmaster Tools

SOCIAL NETWORKS

Integrating WordPress with social
Linking to social profiles
Posting to social networks
WordPress SEO plugin integration

ANALYTICS

Jetpack & Google Analytics
Installing Google Analytics tracking code
Basics of viewing analytics

BACKUP

Parts of WordPress to backup
Plugin choices
Restoring a backup

NEWSLETTERS

List building
Service/plugin choices

E-COMMERCE OVERVIEW

WooCommerce
Easy Digital Downloads
Payment gateway considerations

FINAL STEPS BEFORE LAUNCH

Moving WordPress

Please visit our website for enquiries and bookings:
www.cd.com.au