



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

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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

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