

C o u r s e F e a t u r e s



Build Your Own Website

(2 day Instructor-Led Course)

Course Overview

This course is designed to help you build a website from scratch using the WordPress content management system. This 2 day course takes the “mystery” out of website creation and gives you the tools and know-how to build a brilliant website for your organization or business concept. You will learn the foundations for website development in the hands-on interactive training program.

Who Should Attend

This course is perfect for small business owners, entrepreneurs or business professionals.

Prerequisites

This course is designed for the student who has little or no experience.

What You Will Receive

Students will receive an official course manual for post class reference and review. Additionally, students will receive a Class Participation Certificate.

Follow-up Courses

- Social Media Marketing

Course Outline: Build Your Own Website

Module 1: Introduction to Web Technologies

- What is the Internet
- What is the World Wide Web
- What is a Website
- What is a Webpage
- What is DNS and a Domain Name
- Hosting Your Website – Shared, Cloud, Dedicated Server
- Linking Your Domain Name to Your Website

Module 2: Setting Up Your Domain Name

- Finding a Domain Name
- Registering a Domain Name
- Domain Privacy
- Exercise 2.1: Registering Your Domain Name

Module 3: Setting Up Your Web Hosting

- Selecting a Hosting Provider
- Accessing your cPanel
- Adding your Website Add-on Domain
- Exercise 3.1 : Setting Up Your Domain

Module 4: Choosing A Content Management System

- What is a Content Management System?
- WordPress and WordPress Management System
- Exercise 4.1 : Installing WordPress

Module 5: Selecting WordPress Theme

- Popular WordPress Themes
- Understanding Web Development Frameworks
- Paid vs Free Themes
- Selecting a WordPress Theme
- Exercise 5.1 : Selecting a WordPress Theme

Module 6: Configuring Your WordPress Theme

- Installing Theme Plugins
- Activating and Deactivating Theme Plugins
- Customizing Theme layout

Module 7: Essential Web Development Plug-Ins

- Installing Additional Plugins
- Activating and Additional Plugins
- Troubleshooting Plugin

Module 8: Understanding The WordPress Menu System

- Building a Custom Menu
- Choosing a Top Menu, Footer Menu and Menu Layout

Module 9: Creating a WordPress Page

- Learning the difference Between a Published and Draft
- Creating a Home and Contact Us Page
- Activating Pages on Custom Menu

Course Outline: Build Your Own Website

Module 10: SEO

- What is SEO?
- Understanding How Keywords work.
- Applying Keywords To Your Website
- Customizing Website SEO

Module 11: Google Analytics

- Setting up an account.
- Installing tracking tags
- Understanding reports
- Reviewing site speed

Module 12: Website Management

- Learning How to Update Website Theme and Plugins
- Learning How to Update Custom Plugins
- Learning About Firewalls and Website Intrusions