

WordPress Introduction

OBJECTIVES

Create, modify and administer a WordPress website.

Duration: 1 Day

1. **GETTING STARTED WITH WORDPRESS**

- Blogging Basics
- Types of blogs
- Manual installation on a web server

2. **ADMINISTRATION**

- Understanding the Dashboard
- Setting up user accounts
- Elements of a Post
- Managing Posts, Categories and tags
- Adding an About page
- Adding links

3. **SITE DESIGN - THEMES**

- Find and install new themes
- Basics components and files of a theme
- How to use widgets
- Quick PHP Overview
- Review of basics template tags

4. **ADD FUNCTIONALITY AND INTERACTIVITY TO A BLOG**

- What is a Plugin?
- How to find and install plugins
- Popular and useful plugins

5. **MARKET YOUR BLOG**

- Add Analytics and RSS Feeds
- SEO Optimization
- Integrate social media sites

6. **THEMES – MORE IN-DEPTH**

- Blog design considerations
- Dissecting how a theme works
- Creating a basic theme from scratch