

WordPress: Themes, Plugins & SEO

13

MODULES

69

TOPICS

LEARNING OBJECTIVES

- Explain how WordPress works and compare WordPress.org and .com
- Create and manage posts and pages, categories, tags and revisions
- Insert and organise images, video, audio and photo galleries
- Customise site appearance using themes, menus and widgets
- Install, activate and create plugins to add site functionality
- Manage user profiles, roles and permissions
- Configure WordPress general, writing, reading and permalink settings
- Apply security and maintenance practices, including backups and updates

13 Modules, 69 Topics

01

Getting to Know WordPress

TOPICS

What is WordPress? · WordPress.org vs. WordPress.com

02

Getting Started

TOPICS

How WordPress works · Installing and running WordPress · Accessing your WordPress site · Getting to Know the WordPress Dashboard · Setup Your Profile

03

Creating Content with WordPress

TOPICS

- WordPress Posts vs. Pages: When To Use Each
- How to Write a Post in WordPress
- How to Manage and Edit WordPress Posts
- Using Post Formats
- Publish Your Post
- How to Write a WordPress Page
- Manage and Edit WordPress Pages
- Protecting Your Work
- Everything You Need to Know About WordPress SEO
- What is the difference between categories and tags?
- Using categories and tags
- Using revisions

04

How to Publish Images and Video

TOPICS

- Inserting and embedding media - images, video, audio
- How to Use the WordPress Media Library
- Add Images to a Post
- Create a Photo Gallery
- Add Audio and Video to Posts
- Add a PDF Download
- Add an Image Gallery to Your Sidebar

06

Organizing the Content on Your Blog

TOPICS

WordPress is a content management system · Navigating the admin panel · Using the Media Grid · Using attachment pages

07

Changing the Appearance of Your Site

TOPICS

- Separation of style and content
- What are themes and how do they work?
- Introducing the Customizer
- Previewing, installing, and changing themes
- Customizing your theme
- Understanding how to make user-friendly navigation
- Creating and customizing menus
- Using widgets
- Combining custom menus and widgets
- Changing what the home page displays
- Getting and installing third-party themes
- Creating your own plugins

08

How to Add Functionality to Your Site with WordPress Plugins

TOPICS

What are plugins and how do they work? · Finding, vetting, and selecting plugins · 5 top WordPress plugins and what they do · Installing, activating, and upgrading plugins · Creating your own plugins

09

Users and User Profiles

TOPICS

- How WordPress handles users
- Editing your user profile
- Creating your gravatar profile
- Understanding WordPress's user roles and capabilities
- Adding and managing users

10

Configuring Settings

TOPICS

WordPress General Settings · WordPress Writing Settings · WordPress Reading Settings · WordPress Discussion Settings · WordPress Media Settings · How to Use WordPress Permalinks

11

Getting, and Interacting with, Readers

TOPICS

- Setting up your site for discussions (comments)
- Managing comments and spam
- Getting new readers through social sharing

12

WordPress: Behind the Curtain

TOPICS

Managing WordPress on the back end

13

Maintenance and Security

TOPICS

- How to make sure your WordPress website is secure
- How to back up your WordPress website
- Keeping up to date
- Security through hosting, plugins, and third-party services
- What to do when something goes wrong, aka resolving the white screen of death

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Diving Further into the World of WordPress

TOPICS

- Moving content from one WordPress site to another
- Going further with WordPress

WHAT IS INCLUDED

Everything You Need to Succeed

- Koenig course material for every module
- Delivery by certified instructors and subject matter experts
- Hands-on exercises throughout the course
- Course completion certificate from Koenig

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