



WordPress Advanced | Course Overview

COURSE DESCRIPTION

The WordPress Advanced extends the knowledge learnt in WordPress Essentials. The course looks at ways to make your site more robust, and more likely to be found on search sites. It also introduces ways to analyse and improve the performance and integrity of your site.

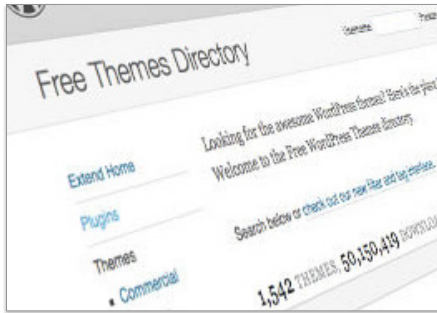
There are topics on integrating WordPress with social networks, eCommerce, and using advanced page builders. The course will also introduce you to theme modification, page builders, and how to run WordPress on your own computer.

For this course you are encouraged to bring your own laptop and power supply to setup WordPress on. If that is not possible you can use our computers.

Attending our WordPress Essentials or equivalent experience is required to book this course.

PREREQUISITES

- Completed WordPress Essentials (or possess equivalent knowledge)



~~\$540~~ \$486 (+GST)

1 DAY | 9-4:30PM

Please visit our website for enquiries and bookings:


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*Conditions apply

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Course Outline

MANAGING SITE CONTENT

- Export Content from WordPress
- Import Content to WordPress
- Create & Edit Reusable Content Blocks
- Manage Reusable Content Blocks

IMAGES, VIDEOS, AUDIO

- Edit Images in WordPress
- Upload and Embed Audio
- Embed Videos from YouTube & Vimeo
- Make Videos Responsive & Fast Loading
- Embed Google Maps

ADVANCED PLUGINS

- Testing Plugins & Themes
- Create an Advanced Form
- Create an Advanced Menu
- Create a Sticky Side Menu

CREATING A CHILD THEME

- Create a Child Theme with a Plugin
- Create & Import a Child Theme
- Edit a Child Theme
- Design & Edit in a Browser

SEO ESSENTIALS

- SEO Fundamentals
- Recommended SEO Plugins
- Create Title & Description Tags
- WordPress SEO by Yoast

SOCIAL NETWORK INTEGRATION

- Integrate WordPress with Social Media
- Link to Social Media Profiles
- Embed a Facebook Feed

EDM'S / NEWSLETTERS

- Automatic List Building
- Privacy Considerations

ECOMMERCE OVERVIEW

- eCommerce Considerations
- Getting Started with WooCommerce
- Easy Digital Downloads
- Payment Gateway Considerations

MODIFYING YOUR THEME (INTRODUCTION)

- Editing a Theme Template
- Working with Google Fonts
- Using Icon Libraries (Font Awesome)

INTRODUCTION TO PAGE BUILDERS

- Use a Premium Page Builder
- Use Page Builder Templates
- Create New Page Layouts
- Manage Page Layouts

SETTING UP A STAGING SERVER

- Benefits of Staging Servers
- Local Servers: MAMP/WAMP/Flywheel
- Install WordPress
- Review the WordPress File System
- Site Management via CPanel
- Move a WordPress Site

INCREASING SITE SPEED

- Test your Site Speed
- Cache Site Assets
- Optimise Images & Video
- Code Optimisation Plugins

Please visit our website for enquiries and bookings:

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