COURSE SYLLABUS

WordPress: Create a Website or Blog

This WordPress course focuses on how to create a WordPress site quickly and efficiently, even if you don't have a background in web development! You'll learn to create a website using WordPress, add posts and pages, customize existing templates, and make updates to each component of your site.

> Group classes (NYC) and onsite training are available for this course. For more information, email corporate@nobledesktop.com or visit: https://www.careercenters.com/courses/how-to-create-a-dynamic-website-or-blog-with-wordpress



nyc@careercenters.com • (212) 684-5151

Course Outline

Getting Started with WordPress

Creating a WordPress Site (Installing WordPress)

- Installing WordPress with a Web Host's "1-Click Install"
- Manually Installing WordPress

Logging Into the WordPress Admin & General Site Settings

- Logging Into the WordPress Admin
- General WordPress Settings
- Editing Your Profile
- Setting Your Profile Picture (Gravatar)

Writing Posts & Formatting Text

- Posts versus Pages
- Creating a New Blog Post
- Using the Visual Editor
- Pasting Without Formatting & Clearing Formatting
- Formatting Headings
- Formatting Bulleted & Numbered Lists
- Formatting Quotes
- Publishing a Post
- Deleting a Post
- Restoring a Post from the Trash (or Deleting it Permanently)

Publishing a Post (Making it Live)

- Publishing a Post (Making it Live)
- Status
- Visibility
- Publish Date & Time

Adding a Read More Link to a Post

- Adding the Read More Tag
- Changing the Text in the More Tag

Creating Links (Hyperlinks)

- Linking to Another Website
- Opening a Link in a New Tab
- Linking to a Page Within Your Site
- Editing & Removing Links

Adding Images & Managing the Media Library

- Adding an Image to a Post or Page
- Editing Images (Manually Resizing, Cropping, & Rotating)
- Media Settings (Customizing the Size of Thumbnail, Medium, & Large)
- Adding a Featured Image
- Uploading Images & Files Directly Into the Media Library
- Editing & Deleting Images in the Media Library
- Deleting Unused Images (Cleaning Out the Media Library)

Adding an Image Gallery

- Adding an Image Gallery
- Editing an Existing Image Gallery

Adding Video

- Embedding YouTube Videos
- Uploading a Video File

Diving Deeper into WordPress

Categories, Tags, & Reading Settings

- Categories & Tags Explained
- Creating & Editing Categories
- Changing the “Uncategorized” Default Category Name
- Setting the Default Category
- Creating & Editing Tags
- Changing Categories/Tags for Multiple Posts
- Reading Settings

Widgets

Editing & Adding Widgets

Making Pages

- Pages versus Posts

- Creating a New Page
- Publishing a Page (Making it Live)
- Deleting a Page
- Changing the Page Order

Menus

- About Menus & Locations
- Adding & Removing Links in Menus
- Creating Submenus
- Opening Menu Links in a New Tab

Installing Themes

- What Are WordPress Themes?
- Where Do I Get WordPress Themes?
- Installing & Activating a Theme
- Manually Uploading & Activating a Theme
- Deleting a Theme

Customizing Theme Appearance

- Customizing Appearance
- Customizing the Site Identity (Logo, Title, & Tagline)
- Adding a Site Icon (Favicon)
- Customizing the Header
- Customizing Colors

Changing the Template Layout for a Page/Post

Changing a Template Layout

WordPress Plugins: About, Installing, & Updating

- About WordPress Plugins
- Installing a WordPress Plugin
- Updating Plugins

WordPress Plugins You May Want to Install

Recommended WordPress Plugins

SEO (Search Engine Optimization)

- Creating SEO-Friendly Permalinks (URLs) for the Site
- Customizing the URL of an Individual Page/Post
- Setting Titles & Meta Descriptions with an SEO Plugin

Customizing WordPress

Page Builders: Customizable Page Layouts

Theme Builders: Control the Website's Look

Child Themes

Custom Post Types

Advanced Custom Fields

WordPress Best Practices

Automated Backups

WordPress Security