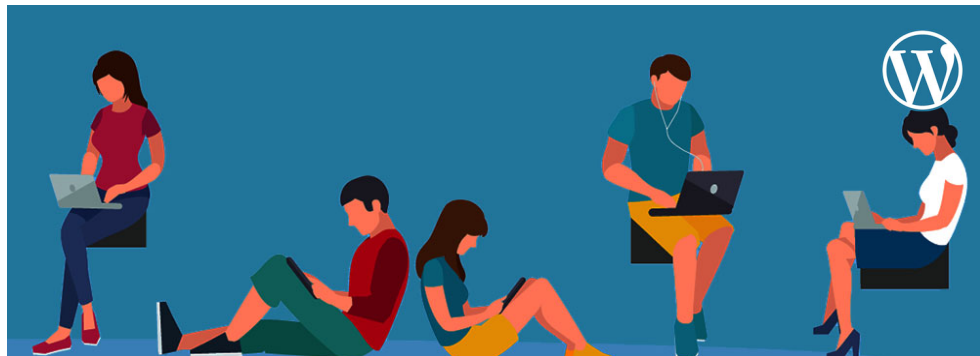


# Introduction to WordPress

## Training course outline

WordPress is the world's most popular website development system, powering over 30% of the world's websites. It's easy-to-use and flexible, allowing you to create and manage websites and blogs without any programming knowledge.

*Introduction to WordPress* training teaches everything you need to start creating professional-standard, responsive websites.



### Course summary

Teaches everything you need to create a WordPress site from scratch, and maintain an existing build. Sessions include:

- Introduction to WordPress and website development
- Hosting, installation and setup
- Getting around WordPress
- Planning your site
- Posts
- Pages
- Images, audio, video
- Using themes to change your site's appearance
- Customising your page
- Menus, categories and navigation
- Plugins
- Coding essentials: HTML
- Coding essentials: CSS
- Users
- Search Engine Optimisation (SEO)
- User Experience (UX)
- Finishing touches
- Analytics

### Duration

Two days.

### Who should attend?

This course is ideal for new and novice website designers.

### In-class or live online

You can attend course in-person at any of our centres, or participate online from your place of work or home.

To read about our approach to online training, see [armada.co.uk/live-online-training](https://armada.co.uk/live-online-training).

### General information

Courses are hosted by highly experienced trainers with expert knowledge of WordPress and extensive website development experience.

*Introduction to WordPress* training is arranged on-request only, i.e. one-to-one training or a 'closed' course for your group.

This means that your training can be:

- Provided when it suits you.
- Adapted to reflect the type of website you're developing.

Whilst attending training at our centres, delegates have access to a computer running WordPress software to practice the techniques taught. Refreshments and lunch are provided.

Course fees can be paid by card or bank transfer. We accept purchase orders from UK-registered companies and public sector organisations.

If you're self-funding your training, you can pay in staged payments, interest-free, over 12 months.

### Course materials and certificate

Delegates receive:

- Comprehensive training materials.
- An e-certificate (PDF) confirming completion of a WordPress course.

### Method of delivery

Training is designed for the busy professional, being short and intensive and combining lecture and demonstration. Practical exercises carried out under guidance help delegates learn the techniques taught.

Delegates have ample opportunity to discuss specific requirements with the trainer.

### After course support

Following WordPress training, you're entitled to 30 days' email support from your trainer.

### Further information

For further details see [armada.co.uk/course/wordpress-training/](https://armada.co.uk/course/wordpress-training/). For a quote and details of our availability, please contact us.

### Course Syllabus

See over.



# Course syllabus

Topics	Sub-topics
<b>Introduction to WordPress and website development</b>	What is WordPress and its history? Why mobile matter more and more Responsive website design in WordPress The pros and cons of WordPress
<b>Hosting, installation and setup</b>	Local vs. remote servers Hosting considerations Self-hosting vs. Wordpress.com Setting up a local server Keeping your site safe and secure SSL (https) certificates
<b>Getting around WordPress</b>	Logging in and out Navigating WordPress and the admin bar The Dashboard
<b>Planning your site</b>	Case study project Selecting content for our website Read-only vs. interactive website features Sitemaps
<b>Posts</b>	Understanding posts – the difference between a post and a page Creating a post in the classic editor Categories and tags Drafts, previews and publishing
<b>Pages</b>	Creating and editing pages Page hierarchy – parent/child Page templates
<b>Images, audio, video</b>	Introducing the Media Library Preparing content for upload Uploading and labelling content for Accessibility and SEO
<b>Using themes to change your site's appearance</b>	Understanding themes Free vs. premium themes Find, preview and install a theme Choosing the homepage Changing banner images Adding logos and text elements Changing colours
<b>Customising your page</b>	Headers Sidebars Footers Widgets

Topics	Sub-topics
<b>Menus, categories and navigation</b>	Understanding menus Adding pages, posts and categories to menus Menus and theme options
<b>Plugins</b>	What's a plugin and why do we use them? Paid vs. free plugins Popular plugins
<b>Coding essentials: HTML</b>	Understanding HTML The Text editor Block tags Inline tags Linking <img>
<b>Coding essentials: CSS</b>	Understanding CSS Tag selectors Class and ID selectors Making tweaks to your theme
<b>Users</b>	Understanding users User profiles and privileges Restricting access based on user role with Adminimize
<b>Search Engine Optimisation (SEO)</b>	Understanding SEO Marketing your website WordPress and social media How to work with Google
<b>User Experience (UX)</b>	Understanding UX Why UX matters, and will matter even more in the future Essential UX patterns and trends
<b>Finishing touches</b>	Contact forms Google maps Additional embedded content Dealing with orphan pages and broken links
<b>Analytics</b>	Why use analytics Adding analytics tools to your website Google Analytics, Simple Analytics and Hotjar

