



WordPress

Managing Web Sites

Course Content

General Outline

This course will show you how easy it is to update and maintain your own WordPress website. You will learn how to create pages and posts, insert media and customise the websites structure (menu/sidebar).

We'll also cover more advanced features, such as how to add functionality to your WordPress website. This functionality will give your website dynamic features, designed to help engage your audience and keep them on your website for longer.

Bring along your own questions.

Course Content

WordPress Basics:

- ◆ Plan the content and structure of a website.
- ◆ Manage general, writing, reading and media settings.
- ◆ Manage a site's permalinks.
- ◆ Add pages and posts.
- ◆ Manage post categories.
- ◆ Insert and edit content.
- ◆ Create hyperlinks to pages and email addresses.
- ◆ Create excerpts and featured images.
- ◆ Insert media (PDFs, images).
- ◆ View and test the website.
- ◆ Customise the sites structure (menu & widgets).

More Advanced Features:

- ◆ Use shortcodes.
- ◆ Manage users and their permissions.
- ◆ Add rotating image banners.
- ◆ Add image galleries.
- ◆ Edit thumbnails with WordPress.
- ◆ Create responsive content (mobile friendly).
- ◆ Create a contact form.
- ◆ Create and insert Google maps.
- ◆ Configure and insert videos from Youtube.
- ◆ State different options for online marketing (such as Email marketing, search engine optimisation, Google AdWords).



Presented by **CLASS Training & OGA Creative Agency**

Duration & Rate:

- ◆ 2 - evening public course (\$660), OR
- ◆ Closed / Onsite training (please inquire)

Prerequisites

No experience with Web Designing is required nor assumed. Users should be familiar with using a Windows PC.

Public Course Includes:*

- ◆ Use of a computer for hands-on exercises.
- ◆ Extensive training manual.
- ◆ Refreshments.
- ◆ Certificate of attendance.
- ◆ After-course support.
- ◆ Free refresher course.

* Inquire re details.

How to Book:

- ◆ Phone us on **(02) 6041 2711**.
- ◆ Email us at **office@classtraining.com.au**.
- ◆ Book online at **www.classtraining.com.au**

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Work Smarter!