

# WORDPRESS | AN INTRODUCTION

Course Code: 7589

In this course, you will learn the skills, tools, and knowledge to implement and maintain a WordPress site. You will learn how to install, configure, and troubleshoot WordPress. This course is a combination of lectures and hands-on exercises that provide practical real-world experience.

## What You'll Learn

- How to install and configure WordPress
- The features and functionality of WordPress
- Troubleshooting techniques
- How to manage your blog
- Much more

## Who Needs to Attend

- Web designers who wish to learn about WordPress
- Anyone wishing to incorporate WordPress into their web workflow



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CLASSROOM LIVE

\$1,684 CAD

2 Day

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VIRTUAL CLASSROOM LIVE

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## Virtual Classroom Live Outline

### 1. Foundations of a WordPress-based website

- Understanding and Using Domain Names
- WordPress Hosting Options
- Installing WordPress on a Dedicated Server
- Understanding Directory Permissions

### 2. Basics of the WordPress User Interface

- Understanding the WordPress Dashboard
- Pages, Tags, Media and Content Administration
- Core WordPress Settings

### 3. Finding and Using WordPress Plugins

- Finding and Installing Plugins Quickly and Easily
- Upgrading WordPress Plugins
- Recommended WordPress Plugins

### 4. Working with WordPress Themes

- Understanding the Structure of WordPress Themes
- Finding Themes and Choosing the Right One
- Installing and Configuring Themes
- Editing and Customizing Themes
- Using Theme Frameworks and Parent-Child Themes
- Theme Best Practices

### 5. WordPress Content Management

- Understanding Posts Versus Pages
- Organizing Posts with Categories
- Connecting Posts Together with Tags
- Custom Post Types and Custom Taxonomies
- Managing Lists of Links

## 6. Creating and Managing Content

- Hands-On Training on the WordPress Editors
- Hands-On Training on the New Image Editor
- Adding Video and Audio Media to a WordPress Site

## 7. WordPress-based Sites

- WordPress as a Blog vs. WordPress as a Website
- Converting a Website to WordPress
- WordPress as a Content Management System (CMS)
- Beyond blogging: Other Uses for WordPress

## 8. WordPress Search Engine Optimization (SEO)

- A Checklist for WordPress SEO
- Using SEO Plugins and SEO Friendly WordPress Themes
- Mastering Google Webmaster Tools
- Writing and Linking for SEO
- Avoiding Black Hat SEO tactics that will get you into trouble with Google

## 9. Managing Multimedia with WordPress

- Organizing Pictures, Videos and Downloadable Files in WordPress
- Alternatives to Using WordPress for Managing Media Online
- Using WordPress Photo Galleries

## 10. WordPress Site Maintenance

- Updating and Upgrading WordPress itself
- Updating Plugins and Themes
- Database Maintenance for WordPress Users
- WP-DB Manager

## 11. WordPress Security

- Securing WordPress Passwords
- Updates and Patches to Keep Your Site Secure
- Connecting Securely to Your WordPress Site
- User Management

## 12. Troubleshooting Common WordPress Problems

- Fixing Posts and Pages if They Break
- Fixing Broken Widgets
- Fixing Theme Issues
- Fixing Plugins
- Identifying and Fixing Common Database Issues

## 13. WordPress for iOS, Android, Blackberry and Windows Phone Devices

- Write Posts
  - Edit Pages
  - Upload Photos
  - Manage Comments
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Feb 5 - 6, 2026 | 10:00 AM - 5:30 PM EST

May 7 - 8, 2026 | 10:00 AM - 5:30 PM EDT

Jul 9 - 10, 2026 | 10:00 AM - 5:30 PM EDT

Sep 17 - 18, 2026 | 10:00 AM - 5:30 PM EDT

Nov 19 - 20, 2026 | 10:00 AM - 5:30 PM EST



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PRIVATE GROUP TRAINING

2 Day

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