

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

\$1,295 USD

2 Day

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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VIRTUAL CLASSROOM LIVE

\$1,295 USD

2 Day

Virtual Classroom Live Outline

1. Foundations of a WordPress-based website

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- 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
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3. Finding and Using WordPress Plugins

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

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Feb 5 - 6, 2026 | 10:00 AM - 5:30 PM EST



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PRIVATE GROUP TRAINING

2 Day

Visit us at www.globalknowledge.com or call us at 1-866-716-6688.

Date created: 12/7/2025 9:08:26 PM

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