Content Creation & Marketing with WordPress

Professional WordPress Course
by United Experts

2-DAY COURSE

BECOME A WORDPRESS PROFFESIONAL

Nowadays there are thousands of WordPress courses that focus on blogging and basic small business implementations of WordPress. This course is truly unique as it brings **senior Fortune 500 consultants to share their professional expertise** gathered on projects for world leading brands. We proudly present a unique enterprise class "recipe" that's applicable to individuals and companies of any size and shape.

Discover how to create and maintain stunning digital content and run professional marketing campaigns with WordPress. Increase your confidence and competence with digital skills that will make you less dependant on tech professionals which in turn will save you time and budget while providing satisfying and enjoyable experience around your digital efforts. Afterall, we are all creators. What did you wish to create today?

YOU WILL LEARN

This course goes beyond just learning WordPress fundamentals. You will learn enterprise class techniques for:

- Creating professional grade digital content
- Creating digital marketing campaigns
- Search Engine Optimisation & social media
- Fine tuning your website settings
- Essential website maintenance

TARGETED AUDIENCE

Small business and corporate profesionals who are tech-savvy but non-technical users and who wish to create and / or manage professional grade websites without programming.

The course is perfectly suitable for startup enterprenuers, professional bloggers, small business owners and employees, corporate content editors and marketers.

It's equally appropriate for those with no WordPress experience as those familiar with WordPress who wish to expand their knowledge to a professional level.

PREREQUISITES

Tech-savvy but non-technical users

COURSE DURATION

2 days, 9am-5pm

COURSE OUTLINE

Crafully crafted outline starts with foundations and moves gradually to advanced topics. However, we made an extra effort that even the introductory parts are relevant and interesting to participants familiar with WordPress fundamentals.

DAY 1

1. INTRODUCTION & WELCOME

A. Welcome reception and introductions
B. Let's get excited about WordPress!
C. Useful facts about WordPress
D. Training setup

2. WORDPRESS CORE CONCEPTS

We wouldn't get very technical here :) However, clarifying some fundamental technical concepts in a non-technical way would help you get better understanding of other, business user aspects.

A. Introduction to the WordPress platform
B. Non-technical intro to setting up a blank WordPress install / project
C. Non-technical introduction to WordPress building blocks:
    a. WordPress core platform
    b. WordPress database
    c. WordPress themes
    d. WordPress plugins
    e. WordPress widgets
D. What business users should know about technical side of WordPress: HTML, CSS, JavaScript, PHP
E. Overview of non-technical options to customize and extend WordPress to achieve your specific requirements

COFFEE BREAK

3. WORKING WITH WORDPRESS – THE BASICS

A. Introduction to the WordPress work environment and the dashboard
B. Creating and editing pages
C. Fine tuning pages and adjusting page options
D. Creating and editing posts / structured content
E. Fine tuning posts and adjusting post options
F. Working with media files (images, videos, and documents)
G. Insert various content into pages (other WordPress content, YouTube, tables, links...)
H. Managing website navigation and menus

4. HANDS ON WORKSHOP #1

A. WordPress installation, setup and basic configuration
B. Simple page and content creation exercise

LUNCH BREAK

5. CREATE AWESOME CONTENT WITH WORDPRESS - BEST PRACTICES

A. Content types
    a. Unstructured content (free flow content design, presentational content)
    b. Structured content (content defined with data fields and content templates; for example news, events, promotions, products, etc.)
    c. Adjusting structured content types to fit your own needs
    d. Creating your own content types
B. Creating great content in a fun way with page builders
    a. Page layouts
    b. Text blocks with fancy content
    c. Creating awesome content elements the easy way (selection of elements):
        o Info boxes and info tables
        o Images and image galleries
        o Videos

- o Buttons
- o Headings and separators
- o Banners, carousels, and sliders
- o FAQ and toggle lists
- o Tabs, accordions, and in-page navigation

COFFEE BREAK

c. Creating awesome content elements the easy way (CONTINUED):

- o Info box
- o Pricelists
- o Maps
- o Animated blocks (how to animate any content)
- o Flip boxes
- o Popup windows and boxes
- o Maps
- o Counters
- o Timelines
- o Tour sections
- o Selection of other content elements

6. MOBILE AND RESPONSIVE WEBSITES

A. Introduction to mobile and Responsive Design from content editor's perspective
B. Define what happens with your content as screen resolution and / or devices change
C. Preview and test content for different devices
D. Prevent common problems

7. HANDS ON WORKSHOP #2

A. Creating custom content types
A. Creating awesome looking content with page builder

LOUNGE RECEPTION

DAY 2

8. SEARCH ENGINE OPTIMISATION

A. How SEO works
B. Professional tips and strategies
C. SEO with WordPress
D. WordPress SEO tools

9. SOCIAL MEDIA & WORDPRESS

A. Content settings related to social media
B. Automated social media publishing
C. Efficient sharing tools

COFFEE BREAK

10. EMAIL CAMPAIGNS WITH WORDPRESS

A. All about mailing lists (import, export, automated generation)
B. E-mail campaign managements
C. E-mail campaign analytics

11. HANDS ON WORKSHOP #2

A. SEO related
B. Social media related
C. E-mail campaigns related

LUNCH BREAK

12. SAFE CONTENT EDITING

A. Revision and action history
B. Recovering deleted content
C. Testing changes before publishing
D. Recovering from common errors

13. WORDPRESS SETTINGS & FINE TUNING

A. Editing / adjusting header and footer
B. Adjusting theme options / design options with the WordPress Customizer
C. Overview of essential admin settings
D. Deploying your site to a hosting environment and what you need to know if someone else is doing it for you
E. Easy backups
F. Updating WordPress and plugins
G. General maintenance tips

COFFEE BREAK

14. Q&A SESSION

15. WHERE DO WE GO FROM HERE

A. Overview of training, documentation, and other WordPress resources
B. Post-training support setup

16. AWARDING OF CERTIFICATES

LOUNGE RECEPTION

Learn from the world's best Fortune 500 consultants

All our WordPress courses are delivered by senior consultants who possess not only in-depth knowledge of WordPress but also vast industry experience and top education. That doesn't only guarantee their ability to fully respond to any question, problem or challenge but also presents a unique opportunity to learn from consultants who work on projects for brands like Microsoft, PwC, Hitachi, Best Western Hotels...

Mingle at the Learn & Lounge™

Carefully crafted learning environment at United Experts is a unique combination of café, lounge, living room, and office. It's a vibrant, yet relaxed place where everyone feels at home.

We would like to welcome you to our lounge and introduce you to a warm WordPress community.

Enjoy a Course Packed with Features

It was always our primarily goal to create an environment where we can not only share valuable knowledge but also enjoy together a great conversation in a lounge style environment. It's the attention to detail that makes this experience possible.

Post-Training Assistance
Have additional questions? No worries, you can get in touch directly with your instructor after the training.

Course Materials
Supportive learning resources would be distributed in a digital form after each training.

Practice Sandbox
WordPress practice environment would be provided for use during the course and the following 30 days.

Training Laptop
You can borrow a training laptop at an additional cost.

Senior Consultants
The course is delivered by senior consultants with in-depth knowledge of WP and vast industry experience.

Small Groups
We found that around 10-person group is perfect for our Learn & Lounge atmosphere.

Comfort & Style
Enjoy a comfortable, lounge style environment along with complimentary drinks and healthy bites.

Great Location
You wished for training in central, vibrant locations accessible with public transport. We listened :) See "Locations"

Certificate
For your wall or CV, you will get a nice looking, valuable certificate issued by United Experts Alliance.

United Experts Network
Be part of our vibrant and supportive community!

Training Locations

Join as at United Experts' Learn & Lounge spots in London, Dublin, and New York or we will come to your office almost anywhere in the world.

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ON-SITE WORLDWIDE

United Experts can deliver on-site training at your office anywhere within the United Kingdom, Europe, United States, Canada, U.A.E., New Zealand, Australia, Malaysia, and Singapore.
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