Professional WordPress MASTERCLASS

Professional WordPress Course
by United Experts

4-DAY COURSE

DO IT ALL WITH WORDPRESS!

Nowadays there are thousands of WordPress courses that focus on standard mechanics of development with 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 use WordPress as a web operating syetem that can power stunning websites, web apps, and mobile app back-ends. Learn about modern development techniques with the MVC framework, automated testing, continous delivery, and powerfull customizations. Increase your confidence and competence with modern development skills that will simply empower you to do more with your projects or career. Gain the power to create with joy. Afterall, we are all creators. What did you wish to develop today?

YOU WILL LEARN

This course goes above and beyond just WordPress development fundamentals. You will learn professional, enterprise class techniques for:

- Creating WP themes and templates
- Creating WP plugins, widgets, and blocks
- Creating custom content types
- WordPress API & REST API
- MVC framework, automation, scalable code
- Continous delivery, deployment, staging
- All nuts and bolts for proper WP devs

TARGETED AUDIENCE

Corporate, small business, and freelence developers who wish to create and / or manage professional grade websites, web apps, and mobile app back-ends powered by WordPress.

The course is equally appropriate for those with no WordPress experience as those familiar with WordPress who wish to expand their knowledge to a professional level.

PREREQUISITES

- Basic understanding of HTML, CSS, PHP, and JavaScript
- Open mind and motivation to learn

COURSE DURATION

2 days, 9am-5pm

COURSE OUTLINE - BUSINESS

The business part of this course focuses on professional content creation and marketing with WordPress. 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

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. OVERVIEW OF BEST WP RESOURCES

A. Overview of training, documentation, and other WordPress resources

LOUNGE RECEPTION

COURSE OUTLINE - TECH

The tech part of this course focuses on professional WordPress development, design, and configuration. 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 fundamentals.

DAY 3

1. INTRODUCTION TO WORDPRESS DEVELOPMENT

A. Welcome reception and introductions
B. Let's get excited about WordPress development!
C. WordPress is becoming the operating system of the web
D. Training setup

2. TECH INTRO TO THE WORDPRESS CORE CONCEPTS

A. Introduction to the WordPress platform
B. Setting up the ultimate WordPress development environment
    a. Windows setup
    b. MacOS setup
C. Quick tour of WordPress functionality from a developer perspective
D. Quick introduction to the WordPress building blocks:
    a. WordPress core platform
    b. WordPress database
    c. WordPress themes
    d. WordPress plugins
    e. WordPress widgets
    f. Content blocks
    g. Shortcodes
    h. Templates
    i. Options
    j. WordPress REST API

COFFEE BREAK

3. PREPARING FOR MODERN DEVELOPMENT

A. Quick introduction to traditional WordPress development
B. Quick introduction to modern WordPress development
C. What we are trying to achieve and quick overview of how we would get there
    a. Unstructured content - power and flexibillity of page builders for creating stunning presentational content
    b. Structured content - meaningful data, easy content entry, and streamlined data syncs with custom content types
    c. Maintenable and scalable code with MVC (Model View Controller) pattern
    d. Streamlined continous delivery with optimised configurations and automated deployments
    e. Headless CMS, web apps, mobile apps, and system integrations with REST API

4. HANDS ON WORKSHOP #1

A. WordPress development environment setup
B. WordPress installation, setup and configuration
C. Quick WordPress functionality exercise

LUNCH BREAK

5. CREATING WORDPRESS THEMES & TEMPLATES

A. Modern themes are about design implementation only!
B. Creating a theme from scratch
C. Creating page templates, headers, footers, and other section templates
D. Importing external design code into WordPress
E. Implementing responsive design frameworks like Bootstrap

6. GETTING STARTED WITH MODERN MVC DEVELOPMENT

A. An easier, faster, and more maintable development with the MVC framework
B. Introduction to MVC (Model View Controller) framework
C. Setting up MVC in WordPress
D. Defining data through MVC Model
E. Defining logic through MVC Controller
F. Defining desing through MVC View

COFFEE BREAK

7. HANDS ON WORKSHOP #2

A. Creating a simple theme
B. Setting up MVC in WordPress
C. MVC related exercise

8. MOBILE AND RESPONSIVE WEBSITES

D. Best practices in modern approach:
    a. Empowering users with power and flexibility while preventing disasters :)
    b. What should be handled through code and what should be exposed through functionality
E. Bootstrap tips best practices

9. MODERN DEVELOPMENT WORKFLOWS & AUTOMATION

A. Autocompiling CSS and JavaScript
B. Autoloading pages as you make changes
C. Modern debuging and testing

10. MODERN APPROACH TO SITE STRUCTURE AND NAVIGATION

A. Best opractices for site structure, URL routes, and app folders
B. Building, coding, and styling navigation and menus

LOUNGE RECEPTION

DAY 4

11. CREATING WORDPRESS PLUGINS

A. Creating plugins
B. Best practices for structuring plugins
C. Best practices for plugin security
D. Overview of how to create different plugin types

12. WORDPRESS APIS & ACTION HOOKS

A. Introduction to WordPress API
B. Introduction to WordPress action hooks
C. Overview of important APIs: databse, dashboard, options, metadata, and more

13. CREATING SHORTCODES & WIDGETS

A. Creating shortcodes
B. Creating widgets

14. WORKING WITH WORDPRESS REST API

A. Creating shortcodes
B. Creating widgets

COFFEE BREAK

15. HANDS ON WORKSHOP #3

A. Implementing navigation
B. Creating a plugin
C. Creating a shortcode

16. STRUCTURED CONTENT & CUSTOM CONTENT TYPES

A. Magic of structured content
B. Creating custom content types
C. Modifying existing content types
D. Creating templates for custom content types
E. Coding for custom content types
F. Customising dashboard admin for custom content types

LUNCH BREAK

17. HANDS ON WORKSHOP #4

A. Creating a custom content type
B. Creating a list template for your custom content type
C. Creating a single item template
D. Modifying dashboard admin for your custom content type

COFFEE BREAK

18. UNSTRUCTURED CONTENT & MODERN PAGE BUILDERS

E. Create stunning content while enyoying the experience with Elementor page builder
F. Introduction to Gutenmberg editor
G. Creating custom widgets for Elementor page builder
H. Creating custom blocks for Gutenberg editor

19. WORDPRESS CONFIGURATION, SETTINGS, AND ADMIN

A. Dashboard options
B. Config files
C. Security, safety, backups, safe editing

20. WORDPRESS DEPLOYMENT AND CONTINUOUS DELIVERY

A. Manual deployments to web servers
B. Automated deployments
C. Staging environment setup
D. Deployment best practices

21. Q&A SESSION

22. WHERE DO WE GO FROM HERE

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

23. 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 accredited by the European Business Assicianion.

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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