COURSE SYLLABUS

WordPress: Create a Website or Blog Course

Learn how to create and maintain a website using WordPress, even if you have no web design background or coding experience. This comprehensive course will cover everything from installing WordPress to customizing themes and optimizing your site for search engines.

> Group classes (Live Online) and onsite training are available for this course. For more information, email onsite@graduateschool.edu or visit: https://www.graduateschool.edu/courses/wordpress



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Course Outline

Getting Started with WordPress

Creating a WordPress Site (Installing WordPress)

- Installing WordPress with a Web Host's "1-Click Install"
- Manually Installing WordPress

Logging Into the WordPress Admin & General Site Settings

- Logging Into the WordPress Admin
- General WordPress Settings
- Editing Your Profile
- Setting Your Profile Picture (Gravatar)

Writing Posts & Formatting Text

- Posts versus Pages
- Creating a New Blog Post
- Using the Visual Editor
- Pasting Without Formatting & Clearing Formatting
- Formatting Headings
- Formatting Bulleted & Numbered Lists
- Formatting Quotes
- Publishing a Post
- Deleting a Post
- Restoring a Post from the Trash (or Deleting it Permanently)

Publishing a Post (Making it Live)

- Publishing a Post (Making it Live)

- Status
- Visibility
- Publish Date & Time

Adding a Read More Link to a Post

- Adding the Read More Tag
- Changing the Text in the More Tag

Creating Links (Hyperlinks)

- Linking to Another Website
- Opening a Link in a New Tab
- Linking to a Page Within Your Site
- Editing & Removing Links

Adding Images & Managing the Media Library

- Adding an Image to a Post or Page
- Editing Images (Manually Resizing, Cropping, & Rotating)
- Media Settings (Customizing the Size of Thumbnail, Medium, & Large)
- Adding a Featured Image
- Uploading Images & Files Directly Into the Media Library
- Editing & Deleting Images in the Media Library
- Deleting Unused Images (Cleaning Out the Media Library)

Adding an Image Gallery

- Adding an Image Gallery
- Editing an Existing Image Gallery

Adding Video

- Embedding YouTube Videos
- Uploading a Video File

Diving Deeper into WordPress

Categories, Tags, & Reading Settings

- Categories & Tags Explained
- Creating & Editing Categories
- Changing the “Uncategorized” Default Category Name
- Setting the Default Category
- Creating & Editing Tags
- Changing Categories/Tags for Multiple Posts
- Reading Settings

Widgets

Editing & Adding Widgets

Making Pages

- Pages versus Posts
- Creating a New Page

- Publishing a Page (Making it Live)
- Deleting a Page
- Changing the Page Order

Menus

- About Menus & Locations
- Adding & Removing Links in Menus
- Creating Submenus
- Opening Menu Links in a New Tab

Installing Themes

- What Are WordPress Themes?
- Where Do I Get WordPress Themes?
- Installing & Activating a Theme
- Manually Uploading & Activating a Theme
- Deleting a Theme

Customizing Theme Appearance

- Customizing Appearance
- Customizing the Site Identity (Logo, Title, & Tagline)
- Adding a Site Icon (Favicon)
- Customizing the Header
- Customizing Colors

Changing the Template Layout for a Page/Post

Changing a Template Layout

WordPress Plugins: About, Installing, & Updating

- About WordPress Plugins
- Installing a WordPress Plugin
- Updating Plugins

WordPress Plugins You May Want to Install

Recommended WordPress Plugins

SEO (Search Engine Optimization)

- Creating SEO-Friendly Permalinks (URLs) for the Site
- Customizing the URL of an Individual Page/Post
- Setting Titles & Meta Descriptions with an SEO Plugin

Customizing WordPress

Page Builders: Customizable Page Layouts

Theme Builders: Control the Website's Look

Child Themes

Custom Post Types

Advanced Custom Fields

WordPress Best Practices

Automated Backups

WordPress Security