

# BUILDING PROFESSIONAL BUSINESS WEBSITE USING WORDPRESS

## DM-104CL

Duration: 3 days; Instructor-led | Virtual Instructor-led

### WHAT YOU WILL LEARN

This WordPress for Business training course is for anyone who wants to learn how to fast and easy to create a professional business website, specifically designed to take you from zero to a professional-looking website that you can use to market your business online.

- Set up from downloading source file, Install and Setting Up Business Site
- Configure Standard or Custom WordPress Templates.
- Build, Administer and Update a Website using WordPress.
- Add and configure WordPress Plug-ins and Widgets.
- Manage Users and WordPress Site Administration.
- Securing a WordPress Website

### AUDIENCE

This course is suitable for:

- Business owner
- Entrepreneur
- Startups
- Webmaster
- Sales & Marketing Team
- Digital Marketer
- Social Media Marketer
- SEO Specialist

### PREREQUISITE

- Stable Internet Access (At least 10Mbps above)
- Valid Email ID (either Personal/Business)
- Dual monitor will have an advantage for better learning experience
- Own a domain name / sub-domain and web hosting account
- Trainer/ Training provider can assist in preparing Domain and web hosting services (additional cost incur)

### COURSE OBJECTIVES

By the end of the training, participants will be able to:

- Setting up a business website
- Managing domain and hosting
- Managing WordPress's backend
- Deploying themes and plugin
- Secure & Backup's WordPress website
- Improve website performance and search engine ranking

### METHODOLOGY

With this 3 day course, every participant has a chance to explore their own WordPress's website. trainer will guide you to navigating WordPress content management system. We will go into practical sessions, hand-on, configure and learn how to manage your own WordPress website and all its functionality.

### COURSE CONTENTS

#### Module 1: Fundamental of Web Development Using WordPress

Topic include:

- What is WordPress & Why WordPress?
- Necessary Resources
- Getting Start with WordPress
- Navigating WordPress
- WordPress Mobile

#### Module 2: Customizing WordPress Appearance

Topic Include:

- WordPress Themes
- FREE Themes vs Commercial Themes
- Installation & Setting WordPress Themes

#### Module 3: WordPress Essential & Advanced Plugin

Topic include:

- What is Plugin and Why Plugin
- Free Plugin vs Commercial Plugin

- Installing Plugin
- WordPress essential add on & advance add-on feature

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#### **Module 4: WordPress Backup & Recovery**

Topic include:

- Why Backup?
- Installation and configuring backup
- Offsite Backup
- Manual Backup
- Restore and Recovery

#### **Module 5: Improve WordPress Performance and Speed**

Topic include:

- Why is performance and speed important?
- Installation and configuring CDN & Web Caching
- Database & Image Optimization

#### **Module 6: Securing WordPress against attacker**

Topic include:

- Why Secure WordPress?
- Installation and configuring firewall

#### **Module 7: Enhance WordPress Search Engine Visibility**

Topic include:

- Important of On-page SEO
- Installation and configuring On-page SEO
- Optimizing On-page SEO

#### **Module 8: Maintaining WordPress Website**

Topic include:

- Security and Updates