

# WordPress – Administrating a Professional Web Site

## Description

WordPress is a widely used content management system. If you find a number of solutions that make it easier to publish a blog with WordPress, it is less easy to administer and install WordPress to make it a professional site.

## Course Content

### Module 1: Introduction to WordPress

- Lesson 1: A brief history
- Lesson 2: More about WordPress
- Lesson 3: WordPress Blogs vs. Websites
- Lesson 4: A brief introduction to WordPress themes
- Lesson 5: Getting started with WordPress

### Module 2: Finding a Home for your WordPress Site (Optional)

- Lesson 1: Finding a domain
- Lesson 2: Registering a domain
- Lesson 3: Choosing a web hosting package
- Lesson 4: WordPress feature through your host

### Module 3: Installing WordPress on Your Site

- Lesson 1: How to install WordPress
- Lesson 2: The MySQL database
- Lesson 3: Uploading your files
- Lesson 4: The install script
- Lesson 5: About WordPress Release Cycles
- Lesson 6: Upgrading WordPress

### Module 4: Content Management using WordPress

- Lesson 1: Archiving content
- Lesson 2: The purpose of categories
- Lesson 3: Naming a category
- Lesson 4: Creating a new category
- Lesson 5: About static page parents and children
- Lesson 6: Permalinks
- Lesson 7: Dressing up links
- Lesson 8: Customizing links
- Lesson 9: Checking Links with Your Server
- Lesson 10: Syndicated content (RSS)
- Lesson 11: About Feed Readers
- Lesson 12: RSS options
- Lesson 13: RSS and Social Media

### Module 5: Selecting the Right Tools

- Lesson 1: Picking a text editor

- Lesson 2: Picking a web browser
- Lesson 3: About cross-browser compatibility
- Lesson 4: An introduction to FTP
- Lesson 5: Setting up for FTP
- Lesson 6: Using an FTP client
- Lesson 7: Transferring files
- Lesson 8: Editing files (FTP)
- Lesson 9: File Permissions

## **Module 6: Image Formats**

- Lesson 1: Image types and formats
- Lesson 2: Comparing image formats
- Lesson 3: About graphic design software programs
- Lesson 4: Raster based software
- Lesson 5: Vector based software
- Lesson 6: Image optimization
- Lesson 7: Image libraries

## **Module 7: Fonts and Colors**

- Lesson 1: About Color
- Lesson 2: The color wheel
- Lesson 3: The color models
- Lesson 4: Color schemes
- Lesson 5: Color combinations
- Lesson 6: Creating colors using codes
- Lesson 7: About fonts
- Lesson 8: Web safe fonts
- Lesson 9: Fonts for graphic design
- Lesson 10: Installing fonts on a computer

## **Module 8: Designing Your WordPress Site**

- Lesson 1: Choosing a site width
- Lesson 2: Fixed widths
- Lesson 3: Fluid widths
- Lesson 4: Responsive Layouts
- Lesson 5: Columns
- Lesson 6: Navigation
- Lesson 7: Content display options
- Lesson 8: The Sandbox environment

## **Module 9: The WordPress Default Layout**

- Lesson 1: About the layout and structure
- Lesson 2: Customizing the header image
- Lesson 3: Choosing a header image
- Lesson 4: Creating your own header image
- Lesson 5: Custom navigation
- Lesson 6: About widgets
- Lesson 7: Using widgets

- Lesson 8: Adding widgets to a sidebar or footer
- Lesson 9: The text widget
- Lesson 10: The RSS widget

## **Module 10: Themes and Templates**

- Lesson 1: About WordPress themes
- Lesson 2: PHP and MySQL
- Lesson 3: Defining PHP
- Lesson 4: The template tag
- Lesson 5: Using PHP
- Lesson 6: Managing your database
- Lesson 7: Template files
- Lesson 8: How templates work with WordPress themes
- Lesson 9: Stylesheets
- Lesson 10: About the Main Index and The Loop
- Lesson 11: The different templates
- Lesson 12: Template tags, values, and parameters
- Lesson 13: Using template tags in blog posts
- Lesson 14: Connecting templates
- Lesson 15: Using more than one stylesheet

## **Module 11: More on Widgets and Template Tags**

- Lesson 1: Common template tags
- Lesson 2: Calendar
- Lesson 3: List pages
- Lesson 4: Post archives
- Lesson 5: Categories
- Lesson 6: Content types
- Lesson 7: More template tags
- Lesson 8: Adding widget areas
- Lesson 9: Registering widget ideas
- Lesson 10: Adding widget areas to template files
- Lesson 11: Using template files
- Lesson 12: Named templates
- Lesson 13: Template parts
- Lesson 14: Page templates
- Lesson 15: Adding support

## **Module 12: Parent and Child Themes**

- Lesson 1: Understanding parent and child themes
- Lesson 2: Creating a child theme
- Lesson 3: Loading a parent theme style
- Lesson 4: Customizing the parent theme style
- Lesson 5: Using images in child theme designs
- Lesson 6: Edit theme structure with child themes
- Lesson 7: Overriding parent template files
- Lesson 8: Adding new template files
- Lesson 9: Removing template files
- Lesson 10: Modifying theme functions file

- Lesson 11: Preparing a parent theme

### **Module 13: Creating a Custom Site**

- Lesson 1: Getting acquainted with CSS
- Lesson 2: CSS Selectors
- Lesson 3: Classes and IDs
- Lesson 4: CSS properties and values
- Lesson 5: Changing background image or colors
- Lesson 6: Adding a custom background
- Lesson 7: Changing the background with CSS
- Lesson 8: Positioning your header image using CSS
- Lesson 9: Repeating or scrolling background images
- Lesson 10: Changing theme elements
- Lesson 11: Adding effects
- Lesson 12: Setting font, color, and size
- Lesson 13: An introduction to basic HTML
- Lesson 14: Inserting images
- Lesson 15: Inserting links
- Lesson 16: Inserting lists

### **Module 14: Using WordPress as a Content Management System**

- Lesson 1: Creating the front page
- Lesson 2: Creating a static page
- Lesson 3: Using a static page as your front page
- Lesson 4: Making a blog look like a website
- Lesson 5: Creating blank blog pages
- Lesson 6: Assigning the new page as a blog page
- Lesson 7: Creating custom page templates
- Lesson 8: The default page template
- Lesson 9: Comparing templates
- Lesson 10: Using different sidebar and footer templates
- Lesson 11: Custom styles for sticky, category, and tag posts

### **Module 15: Using WordPress Plugins**

- Lesson 1: Installing plugins using the dashboard
- Lesson 2: Finding plugins
- Lesson 3: Installing and activating plugins
- Lesson 4: Lesson 5: Installing plugins manually
- Lesson 6: Ecommerce plugins
- Lesson 7: Photo galleries and portfolios
- Lesson 8: Inserting images onto pages or into posts
- Lesson 9: Creating web forms using plugins
- Lesson 10: Integrating plugins with social networks

### **Documentation**

- Digital "WordPress" courseware included

### **Participant profiles**

- Webmasters / publishers who want to exceed the level of simple user to become a wise administrator of a WordPress used by others (editors, authors, contributors)

### **Prerequisites**

- A good understanding of the web and HTML
- Experience installing software on its own computer (OSX or Win)
- A CMS user experience similar to (or of) WordPress

### **Objectives**

- Install a local WordPress site with XAMPP/MAMPP/WAMP/SERVER
- Understand the categorisation system of posts and pages in WordPress
- Define categories and tags for articles
- Create a menu
- Use widgets
- Define fundamental options (homepage, structure of permalinks)
- Choose useful plugins for a site (Sitebuilder, Shortcodes Ultimate, Contact form 7)
- Customise a theme
- Understand users' roles and rights (admin, editor, author, contributor)

### **Niveau**

Intermédiaire

### **Classroom Registration Price (CHF)**

1400

### **Virtual Classroom Registration Price (CHF)**

1300

### **Duration (in Days)**

2

### **Reference**

WOP-02