



# Marketing Ingenious

*30h Workshop - 12 weeks*

## **Become a WordPress Expert and Create Your Own Website**

**Course Overview:** This comprehensive course aims to equip participants with the essential skills and knowledge needed to build a professional website using WordPress. Throughout the course, participants will learn the fundamentals of WordPress, explore various themes and plugins, customize website designs, and understand the importance of search engine optimization (SEO) for website visibility. By the end of this course, participants will have the confidence and ability to create, manage, and maintain a fully functional and aesthetically pleasing website with WordPress. The course will begin with an introduction to how the internet works, followed by an explanation of how domain registrars function. Participants will learn the benefits of using WordPress as their preferred content management system (CMS) and will then dive into hands-on practical exercises to build their own fully functional websites.

Course Duration: 12 weeks (2.5 hours/week)

## **Module 1: Understanding How the Internet Works**

- Introduction to the Internet: History & development.
- Basics of the World Wide Web (WWW): Explaining web servers, clients, and web browsers.
- The Domain Name System (DNS): Understanding domain names, IP addresses, and domain resolution.
- Hosting and Servers: Different types of web hosting services and their functions.
- Web Protocols: Overview of HTTP, HTTPS, FTP, and their role in data exchange.

## **Module 2: How Domain Registration Works**

- Introduction to Domain Registration: What is a domain name and its purpose.
- Choosing a Domain Name: Tips for selecting an appropriate and memorable domain name.
- Domain Registration Process: Step-by-step guide on registering a domain with a domain registrar. (Google Domain / hostinger / GoDaddy...).
- Domain Management: what is DNS, CDN, SSL and domain transfer.

## **Module 3: Introduction to WordPress & The Benefits of Using WordPress**

- Overview of the course content and learning objectives.
- Introducing WordPress: Understanding the history and evolution of WordPress as a popular CMS and why it is a popular website-building platform.
- Advantages of WordPress: Highlighting the flexibility, scalability, and user-friendliness of WordPress.
- Exploring the difference between WordPress.com and WordPress.org.
- Introduction to the WordPress dashboard.

## **Module 4: Getting Started with WordPress - Content Management - (Part 1/3)**

- Overview of the course content and learning objectives
- Creating, editing, and organizing pages, posts and projects with the Gutenberg editor.
- Quick edits on dispatch tabs
- Organizing content with categories and tags.
- Media Management: Optimizing, uploading and managing media files.
- Comments Management.
- Understanding the different WordPress user roles
- General Settings.
- Live Exercise: Guided hands-on activity to apply the concepts learned.

## **Module 5: Getting Started with WordPress - Customization - (Part 2/3)**

- Themes and Templates: Selecting and customizing themes to match the website's style and purpose.
- Widgets and Menus: Creating and managing sidebars, footers, and navigation menus.
- Plugins and Functionality: Enhancing website capabilities with useful plugins for various purposes (PopUp Maker, Cookie Notice (dFactory), Fastest Cache, Bloom, Monarch, SeedProd Coming Soon, Call Now Button (Jerry Rietveld), Duplicate, Contact Form 7, Wordfence...).
- Live Exercise: Guided hands-on activity to apply the concepts learned.

## **Module 6: Getting Started with WordPress - Search Engine Optimization - (Part 3/3)**

- Understanding the basics of SEO and its importance for website visibility.
- Installing and configuring SEO plugins (e.g., Yoast SEO).
- Implementing SEO best practices for better search engine rankings.
- Site Security: Implementing security measures and best practices to protect the website.
- Backups and Updates: Understanding the importance of regular backups and software updates.
- What to know about the Theme File Editor.
- Tools.
- Live Exercise: Guided hands-on activity to apply the concepts learned.

## **Module 7: Introduction to Divi**

- Overview of the Divi theme and its features.
- Creating a Child Theme
- Installing and activating Divi on your WordPress site.
- An introduction to the Divi Builder.
  - Builder Settings.
  - Understanding sections, rows, and modules.
  - Utilizing the Visual Builder for real-time editing.
  - Introduction to Divi pre-built layouts.

## **Module 8: Building Your Website with Divi**

- Creating a new page and choosing a pre-built layout.
- Understanding and using the Divi Builder elements.
  - Drag-and-drop functionality.
  - Settings.
  - Duplicate element.
  - Saving and reusing layouts.

- Live Exercise: Guided hands-on activity to apply the concepts learned.

## **Module 9: Designing with Divi**

- Getting familiar with Divi's 3 Essential Tabs.
- Customizing colors, fonts, and typography.
- Adding images and videos to your website.
- Working with columns and rows.
- Using advanced design settings for fine-tuning
  - Shadows.
  - Borders.
  - Animation & Transitions.
  - Transformation.
  - Targeted placement.
- Understanding the basics of effective web design
- Applying UX principles for user-friendly websites
- Live Exercise: Guided hands-on activity to apply the concepts learned.

## **Module 10: Navigation and Menus**

- Creating and managing navigation menus
- Designing interactive menus with Divi's menu module
- Utilizing global headers and footers
- Live Exercise: Guided hands-on activity to apply the concepts learned.

## **Module 11: Integrating Social Media and External Platforms**

- Adding social media buttons and links
- Embedding content from external platforms
- Creating contact forms with Divi's contact form module
- Live Exercise: Guided hands-on activity to apply the concepts learned.

## **Module 12: Responsive Design, Accessibility and Mobile Optimization**

- Ensuring mobile responsiveness for a seamless user experience
- Testing and optimizing websites on different devices
- ADA Compliance best practices
- Live Exercise: Guided hands-on activity to apply the concepts learned.

## Module 13: Advanced Performance & Optimization

- Advanced option mechanisms
  - Split Testing
  - Enable / Disable option
  - How to use the Layers
  - Extend Styles
- Using anchors for internal links
- Using conditional display settings
- Utilizing style presets (create / update / edit / delete) Create Preset Styles
- Incorporating custom fonts and color schemes
- Mastering advanced design settings and CSS control for advanced design tweaks
- Adding a Favicon
- Customizing your dashboard
- Analyzing and improving website loading speed
- Analytics and Performance: Introducing website analytics (plugin and integration)
- Live Exercise: Guided hands-on activity to apply the concepts learned.

## Additional Module : Launching and Maintaining Your Website

- Website Launch Checklist: Steps to follow before launching a website live.
- Website Launch: Going live with the website and ensuring everything works as expected.
- Website Maintenance: Tips for keeping the website up-to-date, secure, and relevant.
- Troubleshooting: Identifying and resolving common issues that may arise.

**Final Project:** Participants will work on a final project where they will create a fully functional website using WordPress, incorporating the skills and knowledge acquired throughout the course. They will present their websites to the class and receive constructive feedback from the instructor and peers.