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Beautiful Web Design with SEO & Ecommerce Using Wordpress (Design for Non-technical)

Course Description

This course aims to teach from Scratch(No prior Web Design knowledge) how to develop a web site using Wordpress with Ecommerce & SEO capabilities. Using wordpress you can create a Web 2.0 web site with relative ease. This course is especially suitable for people who are keen to do a professional looking & stunning web site quickly & easily.

Ideal for Property Realtors, Business Owners and any Non-technical person.

Features of Wordpress includes:

- 1) **Have a beautiful web design theme or background**
- 2) **Create & customize your own drop-down or fly-out menu**
- 3) **Features like Image-slider**
- 4) **Gallery or Lightbox built-in**
- 5) **Embed video from Youtube**
- 6) **Embed Google maps**
- 7) **Having Interactive forms for registration & feedback.**
- 8) **Update pages or post easily without any prior knowledge of HTML Editor like Dreamweaver CS**
- 9) **Rank in the first Page or higher in Google Search Engine (SEO – Search Engine Optimization)**
- 10) **Embed Social media features like Facebook, Twitter, RSS, etc**
- 11) **Configure Ecommerce Capabilities like Upload Product/Catalogs/Shipping/Paypal Payment,etc**

This course is especially suitable for anyone(especially non-technical) people to be able to produce a web site easily and we guaranteed every participants to walk away with your own domain name & web site.

Prerequisite:

Basic understanding of HTML and Web Site Design would be an advantage though not compulsory.

Certificate Of Attendance :

Certificate Of Attendance will be awarded to participants completing the course with a minimum of 75% attendance.

Training Duration:

Full-time: 2 Weekdays
Time : 9.30am – 5.30pm
Weekend : 2 Sats / 1 Weekend
Time : 9.30am - 5.30pm

Course Training Fee :

Normal Course Fee : \$600
Regn Fee : \$30

All fees subject to GST 7%.

Course is eligible for SDF training grant (S\$28 per pax) - Corporate Only.
For self-sponsored trainees, you may use SkillsFuture Credit Claim to offset fees payable.

DETAILED COURSE OUTLINE

1. Getting Started with Wordpress

- 1.1. Setting Up Wordpress
- 1.2. Loggin in to WordPress Admin Page
- 1.3. Using the Wordpress toolbar
- 1.4. Orientation with Wordpress Backend
- 1.5. Testing your Wordpress Site

2. Setting Up Your User Profile

- 2.1. Editing your profile
- 2.2. Creating profile images with Gravatar
- 2.3. Configuring site settings

3. Creating Posts

- 3.1. Understanding difference between page and posts
- 3.2. Creating a new post
- 3.3. Advanced text formatting in a new post
- 3.4. Creating and managing links
- 3.5. Adding images
- 3.6. Adding embedded video from Youtube
- 3.7. Embed Google maps into your posts

4. Creating Pages

- 4.1. *Creating a basic page*
- 4.2. *Organizing page hierachy*
- 4.3. *Using Page templates*
- 4.4. *Creating Contact Forms from Page Templates*

5. SEO (Search Engine Optimization)

- 5.1. Design Web Page for High Search Engine Ranking
- 5.2. Creating Tags
- 5.3. Creating Categories

6. Customizing Drop-Down/Flyout Navigation Menu

- 6.1. Customizing Post for Navigation
- 6.2. Customizing Pages for Navigation
- 6.3. Creating your own Navigation Fly-out/Drop-Down Menu

7. Themes, Image-Slider/Gallery and Plug-Ins

- 7.1. Looking for Beautiful Themes
- 7.2. Downloading and Installing Stunning Beautiful Themes
- 7.3. Configure and Setting Up Themes
- 7.4. Configuring Image Slider
- 7.5. Configuring Gallery/Lightbox
- 7.6. Extending Wordpress Capabilities with Plug-Ins

8. Ecommerce Capbilities

- 8.1. Creating Product & Catalogs
- 8.2. Configuring Product Attributes like Size, Weight, Color,etc
- 8.3. Upload Product Images
- 8.4. Configuring for Shipping/Taxes/Currencies/Payment Method
- 8.5. Configuring Special Products and Promotions

Wordpress



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