WordPress for Business

This course is specifically designed for those wishing to learn how to create a business-focused website. You'll learn about designing the site and how to develop and enhance it.

IS THIS COURSE FOR YOU?

This course is suitable for a wide-ranging audience who wishes to use this renowned web design and development tool.

ABOUT THE COURSE

WordPress is recognised worldwide as one of the most popular web development tools used by millions every day. WordPress has evolved over the years and is now widely used as a full-fledged content management system where you can design, build, and create a professional website.

The course is specifically designed for those who wish to learn how to create a business-focused website. You'll gain an understanding of best practices when creating website content, and once you've set up your site, you'll learn how to enhance it with basic SEO and the steps involved to get your site listed on search engines. You'll also learn how to monitor and track the success of the site using Google Analytics and how to report on its progress and success.

Throughout the course you'll undertake various exercises to consolidate what you've learned at each step. You'll also have two months' access to a domain on which you can practise your skills, meaning you get hands-on experience.

AIMS AND OBJECTIVES

On completion of this course you'll have learned how to create a business website using WordPress.

You'll also have gained valuable knowledge and understanding of how websites are built and how to enhance them using best practices, meaning you'll have an excellent foundation from which to progress your web design career and knowledge, and you'll be able to confidently liaise with other website developers.

CAREER PATH

Strong WordPress skills can lead to a rewarding career as a Web Designer, Web Developer, or Digital Marketing Specialist.

PRE-REQUISITES

None

COURSE CONTENT

There are three main topics in the course:
- Designing a WordPress Website
- Creating a WordPress Website
- Enhancing your WordPress Website

COURSE DURATION

15 hours. This will vary from individual to individual based on prior knowledge and ability.

CPD POINTS: 15
CPD points awarded upon successful completion.

PITMAN

T R A I N I N G

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