

Website In a Day



Computer Smart TRAINING CENTRE

This one day hands on training workshop guides you through the process of creating your very own website. There is a strong emphasis on hands on activities, so you not only learn the theory of **how** to do it, you actually carry out all the steps yourself, so at the end of the day you have a fully functional website, that you have created yourself. You also have the skills and experience, to be able to update and manage your own site, so you no longer need to rely on your web developer to make changes on your behalf.

With no prior web development experience, we will have you creating and managing your own website, with the ability to add and change content and images like an expert. This workshop is suitable for small, medium or even large business owners / solo professionals and pretty much anyone who wants to use the web to promote their services or products. You will find this instructor led course very practical and hands on. Plenty of time is allowed for practice and revision to be sure you leave with skills you can use immediately.

Pre-Requisites:

- As a minimum, students must have some Windows experience and reasonable mouse skills. It would be beneficial to have a general understanding of the web.
- The course is fairly intensive and there will be limited time to write/create content “on the fly”, so to get the most out of the workshop you should bring with you content (text) and images that you would like to used on your website.

Learning Outcomes:

- As a part of this workshop, you will create your own fully functional website, and develop the skills and experience that you need, to be able to add, change and manage it yourself, without the delay and cost issues typically involved in dealing with a third part developer

Understanding the Internet

- Basic Search Principles
- Understanding your Niche – Keyword Analysis

Domain names & Hosting

- Domain name registration
- Hosting Registration & Setup
- Cpanel & Email

WordPress – the worlds most popular Content Management System

- WordPress Installation
- WordPress Configuration
- WordPress Content – Pages vs Posts
- Creating and Editing Content
- Using Images in WordPress

WordPress Themes

- Choosing a WordPress theme
- Theme Installation
- Theme Customisation

WordPress Plugins

- About Plugins
- Choosing & Installing Plugins

Site Structure

- Defining your Site Structure
- Menus and Navigation
- Adding Content
- Online Forms

Bonus Material (if time permits)

- Sitemaps
- Analytics
- About FTP
- Advanced Images
- Blogging Strategies