

# WordPress for Beginners and Business



**Computer Smart Training Centre**  
**SOFTWARE TRAINING SPECIALISTS**

## Learning Outcomes:

You will begin with a sample website with all of the text, images and other media provided. The you will learn the process of adding new content, new images and features to your sample site. This well assist in reinforcing your knowledge and assure you of success in mastering the fundamental building blocks of *WordPress*

You will select a subject for your example *WordPress* Project, which may be a hobby, business, club, or for family or friends. The completed site will, by the end of the day, be your own unique creation, demonstrating and practising the most common *Word Press* tasks.

Your own *WordPress* site may then move to permanent online hosting.

This course caters also for those with an existing *WordPress* site and want to know more about its construction, maintenance and development.

## Course Pre-Requisites:

Participants will be familiar with personal computers/ laptops/ tablets and possess basic typing skills.

You will need to know how to launch and close programs and find stored information on the computer; and manage files and folders. Participants need an idea for their website – business, hobby, interest, personal quest.

### Getting started with WordPress

- Theming your WordPress site
- Choosing themes
- Changing your site title and tagline
- Formatting the theme
- Creating Pages
- The Dashboard
- Organising your content
- Adding a Blog

### Structuring your WordPress site for success

- Entering and formatting content
- Managing posts
- Linking Content inside and outside your site
- Social Media (Facebook, Instagram, Periscope)

### Images

- About web images
- Finding Images
- Inserting images
- Edit, resize and reposition images
- Managing image galleries
- Sliders

### Working with Text

- Text Basics
- Entering and formatting text
- Headlines

**Computer Smart Training Centre**  
**Suite 6, 153 Cotlew Street, Ashmore 4214**  
**Postal Address: PO Box 4049 Ashmore Plaza**  
**Phone: 55395666**

**Email: [contactus@computersmart.com.au](mailto:contactus@computersmart.com.au) Web: [www.computersmart.com.au](http://www.computersmart.com.au)**

# WordPress for Beginners and Business

## Hyperlinks

- Creating hyperlinks
- Hyperlinking images
- Creating an email link

## Adding functionality to your Site

- Modifying your theme
- **Introduction to Plugins**
- **Free plugins**
- **Using Widgets**
- **Suggested business plugins**
- **Modifying the Menu**
- SEO
- Site hosting

## Meta Tags

- Search Engines
- Meta keywords
- Google; Bing; Pinterest - Webmaster Tools

## Bringing it all together

- Maintaining your WordPress website
- Securing your site
- Detecting problems with your site
- WordPress security



WORDPRESS

**Course Includes:** All documentation; *WordPress* resources; Free themes and plugins; Small class sizes; Personal interactions with the trainer; User name and passwords to a sample *WordPress* site; Sample images and content; a Certificate of Achievement.



*All WordPress classes are tax deductible.*

Computer Smart Training Centre  
Suite 6, 153 Cotlew Street, Ashmore 4214  
Postal Address: PO Box 4049 Ashmore Plaza  
Phone: 55395666

Email: [contactus@computersmart.com.au](mailto:contactus@computersmart.com.au) Web: [www.computersmart.com.au](http://www.computersmart.com.au)