

## ***„WordPress – web development”***

### ***Course description:***

WordPress training is addressed to beginners who want to create or manage their own web sites based on the most popular available solution, which gives the system WordPress. The course is a collection of knowledge about creating and ways of optimizing the websites using the free content management system WordPress. The training in its scope begins with the system installation and later it leads to editing advanced ads. The training is led by an expert with great practical experience in designing and optimizing websites. The training is completed by creating your own site based on WordPress.

### ***Skills acquired during the training:***

- o gaining the knowledge about the functioning of the web browsers
- o learning the basics of HTML language
- o learning the basics of CSS language
- o learning the methods and graphic formats used for websites
- o practicing methods of document and text formatting in HTML
- o gaining the knowledge of the technology used for websites
- o WordPress environment installation
- o ways of installing and implementing motives concerning the website appearance
- o WordPress content management
- o WordPress administration

### ***Training program:***

#### **1. Introduction to WordPress**

- preliminary information about creating websites its technology and optimization

- where to find installation files and where to find help
- system requirements
- what is a web server, ftp, domain, hosting
- introduction to HTML language and HTML document structure

## **2. Installing WordPress environment**

- installation on local and remote server
- database and its configuration
- giving admin rights to users

## **3. Website administration**

- admin panel overview
- edit user profiles
- most important settings
- updates - security of websites
- tools and basic settings

## **4. Content and its addition in WordPress**

- posts
- categories
- media
- menu, linking, addressing
- tags
- sites
- adding and formatting content
- widgets
- comments

## **5. WordPress motive themes**

- appearance and structure of the page
- where to get the motive theme and how to install it
- adapting to mobile devices
- CSS styles - what they are and how to use them
- optimizing and customizing the theme
- update motive themes

## **6. Plugins / extras**

- what are the extras
- list of the most popular plugins
- installation and use of plugins based on SEO optimization extras

### **7. Advanced administrative operations**

- security
- moving websites
- backup and disaster recovery

#### ***Methodology:***

- PowerPoint mini lectures
- working on computers (each participant works on a separate computer)

#### ***Organizational information:***

Number of training hours: 21

Time of training 9:15-16:15

Place of training: Łódź, Piotrkowska 125 – KM Studio - trainings