



Enterprise2Work

**Training Course – “Building Websites with WordPress”**



A 2-day training course designed specifically to help people in the Community gain the knowledge and skills necessary to build websites for themselves, the organisations they work for or to find work as website developers.

## **Course Overview, Objectives and Pre-Requisites.**

“Building Websites with WordPress” is a 2-day training course that provides the necessary instruction, information and access to follow-up support, to enable attendees to create and maintain websites for their own use or for use by others.

As a pre-requisite, attendees will need to be familiar with browsing the Internet; using a standard PC or Laptop and using a text editor such as Word. However, no other special technical skills are required in order to successfully complete the course.

The course focuses on practical examples, delivered in a web-connected environment using overhead projection, together with individual exercises for attendees, using internet-connected PCs. Access to online tutorial materials (both textual and video) is provided as course follow-up for attendees. One-to-one post-course support services are also available (an additional hourly-based charge is made for this service) which provides course attendees with practical advice and guidance along with assistance in technical problem resolution.

The course runs over 2 days and comprises four segments. Based around real-world examples, the course provides the information necessary to build websites using the popular open source WordPress Content Management and Web Publishing platform

At the end of the first segment (“WordPress Foundation for Developers”), attendees will have been provided with the necessary information to enable them to purchase a domain and hosting services and to create and publish a basic functioning website which they can populate with textual and pictorial content.

At the end of the second segment (“Getting More out of WordPress”), attendees will have been tutored in the processes and techniques needed to customise their websites in terms of creating personalised site layouts and colour schemes by configuring and modifying pre-created themes.

The third segment (“Optimising WordPress Websites”) is intended to provide attendees with the necessary information to enable them to implement additional features and functionality for a WordPress website, together with techniques for Search Engine Optimisation and Accessibility.


The fourth segment (“Finding WordPress Work Opportunities”) illustrates the mechanisms and techniques for promoting visibility of the attendees’ own website to potential customers and also provides an overview of the specialist websites which publish upcoming WordPress projects and resource requirements on a UK and world-wide basis.

Following a period of practical experience working with WordPress, course attendees are recommended to register with ExpertRating <http://www.expertrating.com/> which is certified under ISO 9001-2008 for its online technical skills testing.

ExpertRating is used by many organisations globally, both large and small, to assess the suitability of employment candidates

By attaining a minimum 50% score for the ExpertRating WordPress online test, individuals will be provided with a printed certificate of competence together with the right to use a verifiable certification logo on their own websites and a certification accreditation link which can be given to potential employers to demonstrate their competency with WordPress.



<p style="text-align: center;"><b>Enterprise2Work</b></p>  <p style="text-align: center;">A Social Enterprise Providing Website Development Training</p>	<p style="text-align: right;">Ammanford South Wales UK Ian Hope 0793 925 7228 Susan Hope 0785 407 9821 <a href="mailto:office@enterprise2work.org">office@enterprise2work.org</a> <a href="http://www.enterprise2work.org">www.enterprise2work.org</a></p>
---	--

## Course Segments and Modules

### 1. WordPress Foundation for Developers

- 1.1. Choosing and Registering a Domain Name
- 1.2. Choosing a Hosting Provider
- 1.3. Using cPanel
- 1.4. Introduction to WordPress
- 1.5. Creating the WordPress Database
- 1.6. Installing WordPress
- 1.7. Creating Website Content

### 2. Getting More Out of WordPress

- 2.1. Using Standard Widgets
- 2.2. Choosing and Installing a WordPress Theme
- 2.3. Creating Page Layouts
- 2.4. Customising a WordPress Theme

### 3. Optimising WordPress Websites

- 3.1. Installing and Using Plugins
- 3.2. Embedding Video
- 3.3. Manipulating Images
- 3.4. Search Engine Optimisation
- 3.5. Accessibility – Basic Guidelines

### 4. Finding WordPress Work Opportunities

- 4.1. Promoting Your Website
- 4.2. Websites Advertising WordPress Projects and Jobs

## 1. WordPress Foundation for Developers – Duration 3 ½ Hours

At the end of this first segment, attendees will have been provided with the necessary information to enable them to purchase a domain and hosting services and to create and publish a basic functioning website which they can populate with textual and pictorial content.

### 1.1. Choosing and Registering a Domain Name

Choosing and registering a domain name is a simple and inexpensive marketing action. But it has profound consequences. Because it is so simple to do, many people make some basic mistakes. This part of the course helps get attendees started on the right track.

- What is a domain name? What are the main elements in the name?
- The different types of domain names - top-level, country specific. .com, .co.uk, .net .gov.uk .ac.uk
- Which type of domain name should you choose? Country specific or international?
- Is your chosen domain name available? How to find out
- How to register a domain name
- Domain name tips - some miscellaneous advice to round off this section

### 1.2. Choosing a Hosting Provider

Many companies can provide the technology services necessary to host your website, but how do you choose which one is right for you?

- Free or Not Free? – Is free web hosting a viable option?
- Is the level of Customer Support appropriate to your needs?
- Are the bandwidth and storage sufficient for your needs?
- Shared vs. dedicated Hosting – what's the difference?
- cPanel - an "Industry Standard"
- Backups – something you hope you'll never need to use but always should have available.
- What should I expect to pay?
- Who are the most popular Hosting Providers?

### 1.3. Using cPanel

cPanel is a Unix based web hosting control panel that provides a graphical interface and automation tools designed to simplify the process of hosting a web site. cPanel provides functionality for administrators, resellers, and end-user website owners to control the various aspects of website and server administration through a standard web browser.

- Accessing cPanel - where to find CPANEL and how to login
- The cPanel Home Screen - key features of the cPanel home screen, which provides access to all of the cPanel functions.
- Mail - adding and managing email addresses.
- Files - information regarding features in the Files section of the cPanel interface including backup, file management and FTP accounts.
- Domains – function that allows you to add and manage subdomains, addon domains, parked domains, and redirects.
- Databases - adding and managing MySQL databases.

### 1.4. Introduction to WordPress

WordPress is an open-source Content Management System and Web Publishing platform that is used by over 25 million websites worldwide. WordPress reduces the need for deep technical skills by providing templates, drag and drop functions, and WYSIWYG editing so that the average end user with reasonable computer skills can quickly build, deploy and maintain their own websites. The scope and capabilities of WordPress can best be illustrated by showing examples of websites that have been built using WordPress

#### **Government and Public Sector**

[www.number10.gov.uk](http://www.number10.gov.uk)

<http://www.walesoffice.gov.uk>

<http://www.barnsleyhospital.nhs.uk/>

#### **Major Commercial**

<http://blogs.telegraph.co.uk/news/>

<http://carnival-news.com/>

<http://en.sap.info/>

#### **Small and Local**

<http://ammanfordcarpets.com/>

<http://www.ammanvalleyschoolofdance.co.uk/>

<http://www.apct.co.uk/>

#### **Small and Global**

<http://www.coolest-personalized-gifts.com/>

<http://www.callyourpainter.com/>

<http://nitricoxidesupplementssite.com/>

## 1.5. Creating the WordPress Database

Every new installation of WordPress requires a unique database that is used by the WordPress software to contain various parameter settings as well website content. This module shows the process of creating the database and recording the relevant details for use when installing WordPress.

- Logging in to cPanel and selecting the Database management option
- Creating the WordPress Database
- Creating the WordPress Database user name
- Generating a secure password
- Assigning access privileges
- Recording details ready for WordPress installation

## 1.6. Installing WordPress

This module provides instruction and guidance on downloading the latest version of WordPress software to a local PC, uploading the software to a hosted website and setting the various parameters required for successful installation and running.

- Downloading WordPress software from Wordpress.org
- Unzipping the downloaded software
- Creating the config.php file
- Configuring the config.php file
- Using FTP to upload the WordPress software
- Activating WordPress ready for use
- Creating and restoring a WordPress back-up

## 1.7. Creating Website Content

This module provides instruction in basic content creation and site navigation setup, using standard WordPress facilities including the WYSIWYG (What You See Is What You Get) Editor.

- Overview of the WordPress Dashboard
- Important Basic Settings
- Content areas and sidebar areas
- The WYSIWYG Editor
- Creating pages and posts
- Content Version Management
- Using Maintenance Mode
- WordPress Codex - complete user guides and documentation
- Video Tutorials

## 2. Getting More out of WordPress – Duration 3 ½ Hours

At the end of the second segment (“Getting More out of WordPress”), attendees will have been tutored in the processes and techniques needed to customise their websites in terms of creating personalised site layouts and colour schemes by configuring and modifying pre-created themes.

### 2.1. Using Standard Widgets

Standard WordPress includes a selection of Widgets that provide additional functionality and which can easily be placed in page sidebars and other areas. This module provides an overview of the main widget functions and how they can be used across multiple pages and posts.

- What is a Widget?
- Archives – produces a monthly archive menu of Blog posts made on the site
- Categories – produces a list or dropdown of Blog Categories
- Calendar – displays a calendar of your site’s Blog posts
- RSS – lists entries from any RSS feed such as news items
- Search – places a search box on the site so that all content can be searched
- Text – can contain any text or HTML so that images can also be included in sidebars

### 2.2. Choosing and Installing a WordPress Theme

WordPress Themes are pre-configured “templates” that provide style and layouts for many different types of websites. Some themes also offer the developer high levels of control over the layout, structure, functionality and graphic design of a website. In this module, the “Builder” theme is used to illustrate the levels of flexibility which are available to WordPress website developers.

- Where to search for WordPress Themes
- Using the standard WordPress theme search to filter for colour scheme, columns, sidebars, page width, functional features and subject
- Using the standard WordPress theme install function
- Premium themes versus free themes – is it worth the cost?
- Downloading, uploading and activating premium themes

### 2.3. Creating and Modifying Page Layouts

The Builder theme for WordPress allows developers to define the overall structure of a website page as well as the navigation, graphic, textual and functional content types that will be included in each part of the page layout.

- The Layout Manager and Layout naming conventions
- Defining page width
- Adding and modifying page layout modules
- The Image module and sidebar definition
- The Navigation module and custom navigation settings
- The Content module and sidebar(s) definition
- The Widget bar module
- The footer module

### 2.4. Customising a WordPress Theme

This module focuses on making changes to Cascading Style Sheets (CSS) to customise colour schemes, fonts and layouts; however it is not intended to provide an in-depth CSS tutorial. Specific “how-to” examples based on the Builder theme are used to illustrate some of the most commonly required customisation aspects.

- Using the CSS theme editor in the WordPress Admin Dashboard
- Always take a copy before you start making changes
- Changing the background colour scheme or graphics
- Changing the page body top margin
- Changing default font families
- Changing default font sizes
- Changing default font colours

### 3. Optimising WordPress Websites – Duration 5 Hours

This segment is intended to provide attendees with the necessary information to enable them to implement additional features and functionality for a WordPress website, together with techniques for Search Engine Optimisation and Accessibility.

#### 3.1. Installing and Using Plugins

In addition to the standard WordPress plugins, a wide choice of enhanced plugins is available that provide functionality for creating rotating picture galleries, social network and news feeds, forums, e-Commerce and shopping carts and many other useful pre-programmed functions.

- What is a plugin?
- Using the WordPress Plugin manager
- How to search for plugins
- Installing and activating plugins
- Example of configuring a plugin (Social Media Widget)
- Example of embedding plugin shortcode on a page (Contact Form)

#### 3.2. Adding Video to the Website

Adding video to a website is an important element in creating an interesting and valuable user experience. This module shows the student how video files can be uploaded and subsequently played by visitors to the site.

- Rule number 1 – do not use “Pirate” video or audio
- Uploading to your site or uploading to a video host (e.g. YouTube) – pros and cons
- Example – uploading video to YouTube
- Example – uploading video to your own site
- Embedding YouTube video play code
- Finding a Video Player suitable for your site
- Embedding Video Player code

#### 3.3. Manipulating Images

Pictures can be easily uploaded to WordPress, but making them the right size and shape to fit where you need them can sometimes pose problems. This module shows the student how picture sizes and positions can be manipulated using the WordPress WYSIWYG editor.

- Including a picture in a Page or Post
- Changing picture size using drag and drop
- Defining left, right, centre alignment
- Defining horizontal and vertical spacing

- Maintaining aspect ratio
- Example – creating a dynamic image gallery

### 3.4. Search Engine Optimisation (SEO)

Achieving a good position in Search Engine Results is important for most websites. The “template” nature of WordPress helps ensure W3C compliance for HTML, which is a key factor in SEO. This module highlights the additional features and facilities that WordPress developers can employ to optimise their websites for search engines.

- The importance of a domain name
- Creating unique and relevant content
- Fresh content and blogging
- The importance of page title, description and keywords
- Using the WordPress All-in-One SEO plugin
- Using Google Analytics and AdWords to refine site content

### 3.5. Accessibility

Accessibility in web page design means creating a website that anyone can use, including the approximately 25% of all Internet users who have a disability. This module provides guidelines for WordPress website developers to ensure compliance with legislation as well as helping to create a productive experience for website visitors with visual impairment or other physical disabilities. Web developers requiring a more in-depth understanding of web accessibility should attend a specialist training course such as those provided by Shaw Trust

- Creating an easily readable page by avoiding crowded text, “busy” looks and a jumble of font styles
- Describing images and links in the HTML ‘alt’ attribute for those who rely on screen readers
- Using the ‘title’ attribute in links to provide a brief description of the link destination’s content
- Implementing a plugin to support larger font size selections
- Using the ‘accesskey’ attribute via a plugin to provide alternate site navigation
- Creating an Accessibility Guidance Page
- Testing Your Site for Accessibility

## 4. Finding WordPress Work Opportunities – Duration 2 Hours

This course segment illustrates the mechanisms and techniques for promoting visibility of the attendees' own website to potential customers and also provides an overview of the specialist websites which publish upcoming WordPress projects and resource requirements on a world-wide basis.

### 4.1. Promoting Your Website

Good onsite SEO will help your website attract visitors through natural search, but this will take time. This module outlines the additional methods that can be used to promote your website so that visitors who will be interested in your site content and the services you provide can be targeted.

- Identify your marketplace – who do you want to visit your site
- Are your customers Local, UK-wide or Global?
- Advertising in Trade or other niche printed journals
- Advertising on Trade or other niche websites
- Advertising in web directories
- Inclusion in Google Places (local search)
- Web press releases – free and chargeable
- Contribute to specialist web forums
- Pay-per-click advertising – geo-targeting and keyword targeting


### 4.2. Websites Advertising WordPress Projects and Jobs

With over 25 million websites worldwide already based on WordPress, the demand for development services is large, both for enhancement of existing websites and the creation of new ones. This module provides an overview of some of the larger websites that specialise in advertising WordPress-related projects and jobs.

- [http://www.peopleperhour.com/freelance\\_jobs\\_work\\_projects/listings/wordpress](http://www.peopleperhour.com/freelance_jobs_work_projects/listings/wordpress) A site for freelancers which has a good selection of WordPress projects/jobs advertised.
- <https://www.scriptlance.com/> is a site specifically for freelance IT specialists and uses a bidding and performance scoring system to assist job/project advertisers to select their supplier.
- <http://www.elance.com/p/landing/provider.html?source=index> Similar to ScriptLance, eLance lists many thousands of jobs/projects for freelancers and also has a free skills testing and certification process which helps individuals differentiate themselves from their competitors
- <http://jobs.wordpress.net/> This site is operated by Automattic Inc. (the originators of WordPress) and contains a wide variety of WordPress jobs and projects. Direct contact with the job advertisers is allowed.



- <http://www.simplyhired.com/a/jobs/list/q-wordpress> This site is a jobs aggregator which trawls the net for a wide range of project requirements with different technical skills, including WordPress
- <http://www.indeed.co.uk/WordPress-jobs> Another jobs aggregator which specialises in advertising projects and positions in the UK.
- A Google search for “WordPress Jobs” will list many more sites with job/project opportunities.

<p><b>Enterprise2Work</b></p>  <p>A Social Enterprise Providing Website Development Training</p>	<p>Ammanford South Wales UK Ian Hope 0793 925 7228 Susan Hope 0785 407 9821 <a href="mailto:office@enterprise2work.org">office@enterprise2work.org</a> <a href="http://www.enterprise2work.org">www.enterprise2work.org</a></p>
---	---