Macrosoft

*Vzdelávanie s trvalým efektom*

DOCUMENT

Course syllabus

CATEGORY

**Web creation courses**

TRAINING FORMAT

**In Bratislava or online with a lecturer**

PRICE EXCL. VAT

**280,00 €**

PRICE INCL. VAT

**344,40 €**

including 23 % VAT



PDF SYLLABUS

# WordPress Advanced

Clear overview of course topics, training scope and key information.

Course participants will deepen and expand their knowledge when creating websites in WordPress. They will try editing site appearance using CSS, HTML and a visual editor. Extending functionality with plugins, widgets and connection with social networks. They will find out how to care for WordPress in the long term, create backups and how to take care of good security of their site.

## COURSE CONTENT

01 **Review of Orientation in the Admin Environment**

Dashboard (Home page) Review of basic terms Administration interface User management and roles Working with FTP

02 **Editing Site Appearance**

Simple customization of site appearance Editing the site's html code Editing the site using additional CSS code and direct insertion Editing theme code - advantages/disadvantages Using a child theme

03 **Creating Page/Post Content**

Working with the graphical interface and code editor Inserting external content using iframe (Google maps, forms, ...) Comparison of visual editors: Page builder, Elementor, Gutenberg Customization using a visual editor Working with Gutenberg editor blocks Inserting media content (images, videos) and galleries

04 **Editing Site Appearance**

Simple customization of site appearance Editing the site's html code Editing the site using additional CSS code and direct insertion Editing theme code - advantages/disadvantages Using a child theme Extending the site with widgets

**Macrosoft**

*Vzdelávanie s trvalým efektom*

### 05 Website, Social Networks and Google Products

Facebook social buttons Facebook and Instagram feed Facebook messenger as a communication tool of the site Google tag manager (Analytics, Ads), Google AdSense

### 06 SEO

Selection of a suitable plugin Setting and working with the plugin Creating permanent links, meta description (page description for search engines) Creating sitemap.xml Google Search console Importance of a heatmap in website optimization

### 07 Website Security

Benefits of using SSL on a website Changing the login page, creating a strong administrator account Use of security elements

### 08 Website Speed Optimization

Minimizing plugins Optimizing image size Minification of page code and memory management (cache) using a plugin AMP (Accelerated mobile pages)

### 09 Website and Database Backup

### 10 Discussion and Further Learning Options After Completing the Training

---

This document serves as an informational overview of the course syllabus. Current dates, venue and availability are listed at Macrosoft.sk.

https://www.macrosoft.sk/en/courses/wordpress-advanced