Macrosoft

Vzdelávanie s trvalým efektom

DOCUMENT

Course syllabus

CATEGORY

Web creation courses

TRAINING FORMAT

In Bratislava or online with a lecturer

PRICE EXCL. VAT

648,78 €

PRICE INCL. VAT

798,00 €

including 23 % VAT

PDF SYLLABUS

WordPress Web Developer

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

The WordPress web developer course is intended for all website creators who want to learn to create and edit websites at a professional level. The promotional package consists of the following courses: WordPress - Basics and Advanced. SEO - website optimization. Only the course start is shown in the date; we will inform you about the other dates.

COURSE CONTENT

01

Installing and Launching WordPress

Obtaining a domain and web hosting for a site Uploading WordPress to web hosting via FTP / installing XAMPP Initial setup, creating an administration account and database setup

02

Basic Orientation and Settings

Dashboard (Home page) Administration interface Setting the site title and slogan, environment language, visibility for search engines Switching to site view for visitors User management and roles

03

Creating Website Content

Difference between pages and posts Creating new pages and posts, deletion and revisions Setting the final part of the URL, publication time, illustrative image Editing posts and pages with the new Gutenberg editor and the original classic editor (TinyMCE) Working with Gutenberg editor blocks Inserting external content: image, video, link, ... Managing post categories, setting the title and URL, assigning categories to posts Enabling/Disabling comments, comment management Setting the home page and number of displayed posts

04

Site Appearance

Adding themes (templates for site appearance and content layout), changing the theme Customizing the theme inserting the site logo Explanation of the site workspace Menu settings Setting and placing widgets on the site

05

Adding Functionality to WordPress

Searching for and installing Plugins (Add-ons) Activating and updating Plugins Using selected Plugins for: SEO, site performance optimization, contact form, GDPR notice, security, Google analytics Using shortcodes

06

Introduction to HTML Language

Introduction and description of HTML language What www and web server are, what http protocol and ftp protocol are Principle of operation and options for storing www pages on the internet Basics of working with text editors Basics and instructions for working with a WYSIWYG editor Work and description of individual HTML tags Description of main tags in HTML: html, body and head Description of commands and tags occurring in the header Description of tags and commands located in the body of the page Procedure and correct writing in HTML language

07

Text and Colors on www Pages

Basic text formatting, paragraph alignment Text formatting using headings in HTML Changing font, background and hyperlink colors

08

Images on an Internet Page

Correct image formats for www pages Inserting and aligning an image Image size, aligning margins Image on the background of a www page

09

Lists and Hypertext Links

What a hypertext link and lists on an internet page are Use of hypertext and lists Ordered and unordered lists Linking pages, links on pages, sending emails

10

Working with Tables and Frames

Description of tags for creating a table, assigning parameters to tables Merging cells in tables and aligning cells Placing text in tables and distance between cells Basic description of frames and their use for creating a www page Using tables for overall page creation

11

Forms and Working with Them

Creating text fields and parameter values Creating a button (Login button...) Creating checkboxes Text fields with password Working with a WYSIWYG editor Working with individual HTML tags Text formatting, paragraphs and their editing in HTML code and in the graphical page format Images, lists and hypertext links in HTML code and in the graphical page format Creating tables and forms in HTML code and in the graphical format of a www page Creating the overall final www page Reviewing orientation in the admin environment Dashboard (Home page) Reviewing basic terms Administration interface User management and roles Working with FTP

12

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 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 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

13

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 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

14

Website Security

Benefits of using SSL on a website Changing the login page, creating a strong administrator account Use of security elements Website speed optimization Minimizing plugins Optimizing image size Minification of page code and memory management (cache) using a plugin AMP (Accelerated mobile pages) Website and database backup

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-web-developer