Equinet Academy

WordPress Website Creation Training Course

How to Create, Customise, & Maintain a WordPress Site From Scratch

Key Features

- Up-to-date, bite-sized course modules

- Hands-on, interactive, instructor-led

- Actionable strategies, frameworks, and processes you can implement to new or existing campaigns

- Comprehensive and structured curriculum

- Real world examples and case studies

- Developed and delivered by industry experts

- Fully equipped, modern training facilities with laptops provided

- Lifetime access to updated online course materials via the learning portal

- After-training support provided

- Complimentary refresher course within one year post training

Course Description

Used by some of the most well-known Fortune 500 companies in the world including Sony, Gm, UPS, and international news sites including CNN, Forbes, and The New York Times, WordPress has come a long way to become one of the World Wide Web's most popular and free open-source content management system.

As of 2017, WordPress now powers 28.2% of the web, that's 1 in 4 websites on the world wide web. – Source W3tech.

In this 2-day fun and interactive hands-on course, you will learn how to create, customise, and maintain a WordPress website from scratch. An individual demo domain and web hosting account will be provided to you for a practical experience in creating a modern website from scratch.

Related article: Modern Web Design Trends

Not only will you learn the technical aspects of how to manage and customise a website in this hands-on WordPress class, you will also learn modern web design concepts to create distinguished websites that will pique the interest of web visitors and encourage them to take important actions.
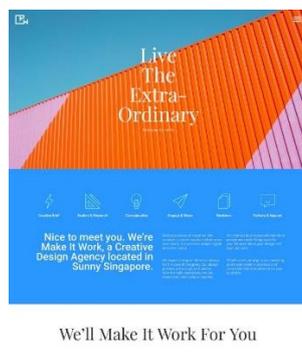
Your website is your 24/7 online salesperson. It works for you even when you're asleep.

Start creating something great today at Equinet Academy.

Check out our free guide: How to Create a $1500 Website on One Day

Student Work

Below are some examples of websites created by out attendees that you are able to create by the end of the 2-day course.

Course Objectives

By the end if the workshop, participants will:

- Be able to create a simple modern-looking catalogue website.
- Be able to manage and maintain a WordPress website including how to edit and update web content, format copy, install plugins, and manage media.
- Understand modern web design concepts and how to turn visitors into leads.
- Be familiar with creating business emails and syncing emails with third party email software such as Gmail and Microsoft Outlook.
- Understand basic on-page Search Engine Optimization to improve a website's search engine friendliness.
- Know how to integrate E-Commerce into a WordPress installation and understand how carious payment gateways work.
- Be able to secure, back up a WordPress website, and transfer the entire site to another domain or web host.

Target Audience

Marketing executives, Managers, Administrative Staff, Solopreneurs, Graphic Designers, Content Developers, Web Developers, and Individuals who want to learn how to create, customise, and maintain a WordPress website.

Prerequisite

Each participant will be provided with a windows laptop for the duration of the course. Participants may however opt to bring their own laptops.

Basic computer knowledge is required for this course. No prior coding knowledge is required.

A demo domain name and web hosting account will be provided to each participant to install and set up WordPress from scratch. (Optional: Participants may choose to buy a domain name and web hosting account and set up WordPress with it during class.)

Certification

A Certification of Completion will be issued upon achieving at least 75% attendance for the course. Course Code: CRS-N-0043888

Equinet
Academy

Course Outline

Course Outline

Introduction
Instructor-led | Mode of delivery (Presentation)
- 3 essential elements to build a website
- What is a content management system
- Open source CMS vs. proprietary / closed source CMS
- WordPress.com vs. WordPress.org

Domain and Hosting
Instructor-led | Mode of delivery (Presentation, Practical hands-on)
- Recommended domain name registrars
- How to buy a domain name
- Recommended web hosting providers
- What to consider when choosing the right hosting plan for your needs
- How to purchase a web hosting account
- How to point/link domain name to website

Navigating cPanel
Instructor-led | Mode of delivery (Presentation, Practical hands-on)
- How to set up work emails.
- Syncing emails with your email providers
- Assessing File Manager

WordPress Installation
Instructor-led | Mode of delivery (Presentation, Practical hands-on)
- 3-step WordPress installation
- Logging into WordPress

WordPress Themes
Instructor-led | Mode of delivery (Presentation, Demonstration, Case Studies, Practical hands-on)
- Modern Web Design Trends
- Choosing a reliable WordPress theme
- Installing a theme
- Installing a child theme

Settings
Instructor-led | Mode of delivery (Demonstration, Practical hands-on)
- General
- Writing
- Reading
- Discussion
- Media
- Permalinks
- Managing users

Plugins
Instructor-led | Mode of delivery (Demonstration, Practical hands-on)
- How to install plugins
- Setting up TinyMCE Advanced plugin

Landing Page Creation
Instructor-led | Mode of delivery (Presentation, Practical hands-on)
- Enabling full width page
- Designing a wireframe prior to building the landing page
- Creating a landing page with Beaver Builder/Divi Builder
- How to craft magnetic landing pages

Adding Site Content
Instructor-led | Mode of delivery (Demonstration, Practical hands-on)
- Planning your site architecture
- Creating webpages
- Creating subpages
- Setting up your main navigation menu
- Adding content with the Visual Editor and Text Editor
- Adding images to your page
- Creating hyperlinks
- Publishing your page
- Creating posts
- Setting up a blog

Contact Form Creation

Instructor-led | Mode of delivery (Demonstration, Practical hands-on)

- Creating a contact form
- Embedding a contact form

Customizing Site Appearance

Instructor-led | Mode of delivery (Demonstration, Practical hands-on)

- How to upload a logo
- Customizing the sidebar
- Customizing the footer
- Customizing your website with code

Making your Site SEO-Friendly

Instructor-led | Mode of delivery (Presentation, Practical hands-on)

- Installing WordPress SEO
- On-page SEO ranking factors
- Maintaining your site speed and loading time

Integrating E-Commerce

Instructor-led | Mode of delivery (Presentation, Video, Demonstration, Practical hands-on)

- Installing Woocommerce
- Creating a product
- Checkout and payment gateways

Website Backup and Maintenance

Instructor-led | Mode of delivery (Demonstration, Practical hands-on)

- Keeping your WordPress version, plugins, and themes up to date
- Backing up your website with Duplicator
- Transferring your website to a new domain or new host
- Keeping your website secure and up to date

Testimonials

Testimonials

Audrey Lee:
"The WordPress Website Creation Course has been a fruitful one indeed! The course is well-planned and very engaging. Dylan know his stuff and is approachable. His supporting team us awesome as well. I would definitely recommend Equinet Academy to my friends. Keep up the great work Equinet Academy team."

Joyce Fan:
"Good course, and trainer's delivery is lively. Enjoyed the course so much that the time passed too quickly! I feel much more encouraged and confident to build up my own website. Thanks Dylan and Team."

Eugene Tan:
"Dylan is a great trainer who has displayed commitment and passion in teaching his students. He is friendly, approachable, and always willing to answer our questions. I've learnt much from him."

Melisah Roslan:
"The course objectives were well planned and the instructor was very knowledgeable and generous in tips and tricks. I have benefited a lot form the course and would definitely recommend it to all."

Sheila Pang:
"Thank you for helping us in developing our own website, with your clear instruction, developing website has been easier than we thought. It is really a blessing to me and my husband to have you – a detailed and patient teacher."

Victor Tan – Managing Director, Cliff Three Pte Ltd:
"I have done much research hoping to find a good school and tutor to guide me back into this world of website. With a stroke of luck, I managed to locate Equinet Academy and under the guidance of Dylan, who I must say have the patience and knowledge to impart all his skills and information. After the course, I can confidently say that I can create my own website and also have the ability to market it to the world using SEO and SEM. I have also venture into affiliated website marketing and I am now a proud owner of 4 website. I want to say a big Thank You to Dylan for the help and guidance."

Course Information

Course Information

Course Duration

2 Days (10am to 6pm)

Course Fee

~~S$899~~ S$399 nett

Self-Sponsored Individuals:

Self-Sponsored Singapore Citizens Using SkillsFuture Credit:

~~$399~~ $0
(Nett course fee payable after $500 SkillsFuture Credit)

Company Sponsored:

Company-Sponsored (SMEs and Non-SMEs) – $2/hour:
Eligible for Company-sponsored Singapore Citizens and Singapore PRs who are full-time employees

~~$399~~ $371
(Nett course fee payable after training grant)

Training Method

Instructor-led training

Course Dates

3, 4 Oct 2018 (Wed, Thu)
7, 8 Nov 2018 (Wed, Thu)
12, 13 Dec 2018 (Wed, Thu)
23, 24 Jan 2019 (Wed, Thu)
27, 28 Feb 2019 (Wed, Thu)
2, 9 Mar 2019 (Saturdays)
19, 20 Mar 2019 (Tue, Wed)
25, 26 Apr 2019 (Thu, Fri)
13, 14 May 2019 (Mon, Tue)
15, 22 Jun 2019 (Saturdays)
12, 13 Jun 2019 (Wed, Thu)
18, 19 Jul 2019 (Thu, Fri)
5, 6 Aug 2019 (Mon, Tue)
10, 11 Sep 2019 (Tue, Wed)
9, 10 Oct 2019 (Wed, Thu)
14, 15 Nov2019 (Thu, Fri)
3, 4 Dec 2019 (Tue, Wed)

Instructor

Chan Teck Seng

Teck Seng is the founder of Lemonade IT, a Singaporean creative design agency specialising in web design and development.

As a webmaster and SEO consultant for leading companies, Teck Seng and his team created and managed websites that attained high conversion rates.

With more than 15 years of experience, his team has worked on web development projects spanning the South East Asian region. Lemonade It has also recently added the websites of Takashimaya Astro Arena (Malaysia), and Pezzo Pizza to their portfolio. All their projects reported a significant increase in leads and online conversions.

He believes that the foundation for strong branding lies in brand visibility – empowered by building websites that are both machine and human friendly.

Teck Seng is Google AdWords and Google Analytics certified. His works has earned him numerous accolades and praises, for both their design and skills in digital development. Teck Seng and his team were awarded by CSSWinner, CSSDesign Awards, Singapore Website Award (SWA).