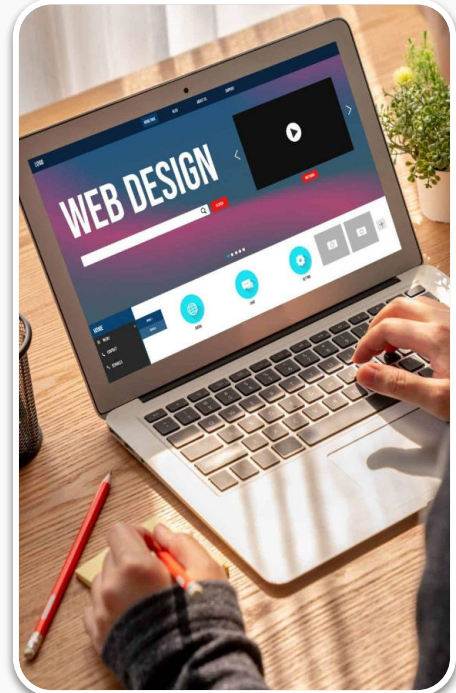
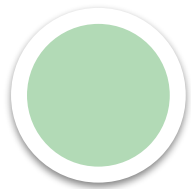


WordPress Website Creation

Learn How to Create Impressive WordPress
Websites, Without Writing a Single Line of Code.





Course Description



Your website is your 24/7 online salesperson, working for you even when you're asleep. Having a website is non-negotiable now, and more importantly, having a well-designed website is deeply tied to your success.

Used by some of the most well-known Fortune 500 companies in the world like Sony, and international news sites including The New York Times, WordPress has quickly become one of the Internet's most popular open-source content management systems.

In this fun and interactive hands-on WordPress course, you will learn from an award-winning web designer — how to create, customise, and maintain a modern-looking WordPress professional corporate and eCommerce 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.

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 consistently generate revenue for your business.



Course Duration

2 Days
9am to 6pm



Learning Mode

Face-to-Face Classroom or
Online-Based Classroom (Zoom)



From **\$386.10** (incl. 9% GST) after
70% SkillsFuture Funding

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.



Course Highlights

In this 2-day WordPress Website Creation Course, you will learn:

- How to create a professional and modern-looking website
- How to design landing pages that engage users and increase conversions
- How to set up an eCommerce online store within WordPress
- How to enhance your website functionality with recommended and popular WordPress plugins
- Basic on-page Search Engine Optimisation to improve a website's search engine-friendliness
- How to maintain and properly manage a WordPress website including how to backup, secure, and diagnose any potential issues
- And much more

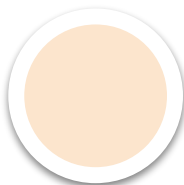
Course Objectives

By the end of the class, trainees will be able to:

- Describe software requirements to create a WordPress website
- Install WordPress software, plugins and themes
- Create functional web pages that address business and user needs and organise them onto the main navigation menu
- Design landing page wireframes and build landing pages using drag and drop page builders
- Evaluate and review WordPress theme or plugin conflicts that may impact website performance
- Boost website security, backup and update a WordPress website
- Produce and review a basic WordPress design documentation for website managers



Certification



A SkillsFuture **WSQ Statement of Attainment (SOA) – Software Design** under the Skills Framework TSC and Certification of Completion by Equinet Academy will be awarded to candidates who have demonstrated competency in the WSQ WordPress Website Creation course assessment and achieved at least 75% attendance.



Course Outlines

Introduction to Website Building

Instructor-led | Mode of Delivery (Lecture)

Introduction to Website Building

- Why do you need a website?
- The 3 essential elements to create a website
- What is a content management system (CMS)?
- Open Source CMS vs. Closed Source CMS
- WordPress.org vs. WordPress.com

Domain Names

- Domain name registrars
- Types of domains
- How to buy a domain name

Web Hosting and Servers

- Web hosting and server providers
- Types of servers and web hosting plans
- How to purchase a web hosting plan
- How to point/link a domain name to the web hosting server
- Types of control panels within a web hosting server

Course Outlines

WordPress Website Creation

Instructor-led | Mode of delivery (Lecture, Demonstration & Practical Application)

Setting up WordPress

- How to install WordPress
- Configuring settings for WordPress
- Configuring WordPress users

WordPress Plugins

- What are plugins in WordPress?
- Free Plugins vs. Premium Plugins
- How to install plugins
- Recommended WordPress plugins to install

WordPress Themes

- What is a theme in WordPress
- Free themes vs. premium themes
- Recommended WordPress themes with page builders
- How to install a WordPress theme
- Introduction to Parent and Child themes
- How to keep your WordPress theme updated

WordPress Themes (cont.)

- The basics of setting up a theme in WordPress
 - How to change the logo
 - How to change the menu sizes
 - How to change the footer widget
 - How to change the sidebar widget
 - How to change the copyright text

Course Outlines

WordPress Website Creation (cont.)

Instructor-led | Mode of delivery (Lecture, Demonstration & Practical Application)

WordPress Pages

- What is a Page?
- Essential pages to create on a website (Home, Products/Services, Blog, About Us, Contact Us, Privacy Policy, etc.)
- How to set up a main navigation menu
- How to create a wireframe of a landing page
- Creating landing pages using drag and drop page builders

WordPress Pages (cont.)

- Managing your media library
- Creating contact forms

WordPress Posts

- What is a Post?
- Posts vs. Pages
- How to create post categories and post tags

WordPress Posts (cont.)

- How to create a Post
 - Types of header text
 - Insert image and image alt text
 - Image video from youtube
 - Image video by uploading it
 - Choose category
 - Create tags
 - Insert featured image
 - How to publish a post
 - Creating a blog page to archive all posts under

Course Outlines

WordPress Website Security, Backup, and Maintenance

Instructor-led | Mode of Delivery (Lecture)

Website Speed Optimisation and Troubleshooting

- How to troubleshoot your website to find the errors on your website.
- What are the list of things to check before launching your website
- How to check the page loading time of your website
- How to improve your page loading time

Website Security, Backup, and Maintenance

- How to secure your website from brute force attacks, hackers, and more.
- What is a firewall and introduction to Wordfence
- How to update your WordPress software version, plugins, and themes
- What is an SSL certificate?
- How to perform a backup on your WordPress website

Course Outlines

WordPress Website Documentation

Instructor-led | Mode of Delivery (Lecture)

Producing Documentation

- What is website documentation and what are the essentials?
- How to produce and review a basic documentation for work collaboration (in-house or outsourced)

Assessment Component

- Written Assessment – Short Questions and Answers
- Individual Project Presentation



Trainer Bio

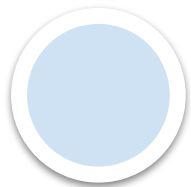
Teck Seng



Teck Seng founded Lemonade, an Award Winning Digital Experience Agency. Lemonade has focused on building high conversion digital presence for their clients for the past 11 years. Some of his clients include local companies like NinjaVan Singapore, Lee Ah Mooi Old Age Home, Fei Yue Community Services, OKI Singapore and Gold Bell Financial Services. Teck Seng is an ACLP-qualified trainer with over 15 years of industry experience in web design and development. He is also a Registered Management Consultant accredited by Enterprise Singapore.

**Only one trainer will be facilitating per class.*





Trainer Bio

Jeremiah Lim

Having started as a F&B Marketer, Jeremiah spearheaded some extremely successful campaigns for notable F&B Groups such as Strumms Holdings, The Clan Restaurant, and Mel's Place. He worked in-house as Head of Marketing with several F&B groups before starting UNGRUMP, where he has worked with clients such as Venture Capitalist Goodstartup, Singapore Maritime Institute, Drinks & Co, TAD Coffee, Havas Media, Celebrity Chef Martin Woo, Tongue Tip Lanzhou Beef Noodles, Fitness First, Impact Investment Exchange, Workwell.SG and many more clients across Southeast Asia. Jeremiah is an experienced trainer with over 12 years of industry experience, with a WSQ Advanced Certificate in Learning and Performance (ACLP).

**Only one trainer will be facilitating per class.*



Why Learn with Equinet?



Access recorded sessions of live classes

Replay parts of the course from your in-person or online classes. An excellent recap method.



Re-attend the course once within 3 years

Forgotten what you've learnt after some time? Resit and re-experience the entire course in-person or online.



3-year access to the courseware via our LMS

Get 3-year access to the updated course slides, templates, guides, and videos. Be ready to implement the concepts learnt.



Post-training mentoring with industry experts

Facing challenges during implementation? Consult our experts in a small group setting. Regularly scheduled.



Lifetime access to community support group

Be part of an exclusive support forum where you can post questions, discuss, and get feedback from fellow learners and experts.

Course Fees & Fundings

Self-Sponsored	Eligible Funding	Nett Fees Payable (incl. 9% GST)
Singapore Citizens 40 years old & above	70% SkillsFuture Funding	S\$386.10
Singapore Citizens, Singapore Permanent Residents, and/or Long Term Visit Pass Plus Holders 21 years old & above	50% SkillsFuture Funding	S\$584.10
Company-Sponsored	Eligible Funding	Nett Fees Payable (incl. 9% GST)
Small-to-Medium Enterprise (SME) 21 years old & above	70% SkillsFuture Funding	S\$386.10
Non-SME 21 years old & above	50% SkillsFuture Funding	S\$584.10
Non-SME Singapore Citizens 40 years old & above	70% SkillsFuture Funding	S\$386.10

Course Fees & Fundings

SkillsFuture Credits

Singapore Citizens above 25 with SkillsFuture Credits in their SkillsFuture Credit account may use it to offset any outstanding course fees for SkillsFuture approved courses.

You may login to <https://www.myskillsfuture.gov.sg/> to view your balance.

SkillsFuture Enterprise Credits (SFEC)*

For SSG-funded courses, companies can tap on the SFEC to subsidise up to 90% of out-of-pocket fees (i.e. nett course fees after funding, certification fees, assessment fees) for WSQ courses, capped at \$10,000 per company.

**Eligible for claim after course completion.*

Post-Secondary Education Account (PSEA)

Singaporean Citizens can use his/her PSEA funds to pay for approved fees and charges for WSQ programmes. The PSEA will be closed when the account holder turns 31. Any unused funds in the PSEA will be transferred to the account holder's CPF.

To check your PSEA account balance, dial the 24-hour automated Edusave/ PSEA hotline at [6260 0777](tel:62600777) and enter your NRIC number.

Absentee Payroll (AP)

Absentee Payroll (AP) funding is a grant to help employers defray the manpower costs incurred when they send their employees for certifiable skills training during working hours.

Trainee Testimonials



“The website design course with Teck Seng was comprehensive and easy to apply. The resources provided will enable one to revisit and apply learnings as well as explore other functionality of WordPress beyond the scope of the course. There are also booster sessions post course that will ensure that queries can be answered. All in all, a fruitful and enjoyable course.”

Lena Tan, *Health Promotion Board*



“I definitely found the training very useful to bring me from a level of zero website creation knowledge to at least a level where I am even able (even though slightly confident) to try it out on my own! That in itself, I think it’s amazing!”

Tan Li-Ching, *Shell*



“I definitely found the training very useful to bring me from a level of zero website creation knowledge to at least a level where I am even able (even though slightly confident) to try it out on my own! That in itself, I think it’s amazing!”

Tan Li-Ching, *Shell*



“The Word Press Website Creation course was a blast! For someone like me who has zero knowledge from the beginning to having the ability to creating a website from scratch, it was indeed an exciting discovery and self fulfillment process! I can’t wait to put into practice what I have learnt and grateful to have Teck Seng as the course trainer. He is one of the most patient trainer one could ever ask for!”

Lim Kah Hong

Frequently Asked Questions



Are there any pre-requisites or minimum entry requirements?

Trainees should be proficient in web surfing and be able to write and converse in English.



Do I have to prepare anything before attending the course?

For in-person training, do bring along a laptop. You also have the option to loan a laptop from us for the duration of the course. You may also want to bring along a jacket in case the room gets cold.

For online classes, do ensure you have a functional laptop and have Zoom installed prior to class.

As there will be WSQ assessments conducted in this course, you are required to bring along your NRIC or any form of photo identification for ID verification purposes.



Are there any funding or government subsidies for this course?

You may be eligible for up to 70% SkillsFuture subsidies. For funding information, please see the course funding section on this brochure.



If I have any questions after the course, can I consult the trainer?

Yes, you may contact your trainer after the course. There are other post-training support channels such as the Insider Community where you may network with like-minded individuals and industry experts and live Ask Me Anything sessions where you may seek advice from a subject matter expert.

WordPress Website Creation



SIGN UP NOW

This course is accredited by SkillsFuture Singapore under the WSQ Skills Framework Software Design | Course Code: TGS-2022014669 | Registry Period: 18 Jul 2022 - 17 Jul 2024

Call: [6816 3016](tel:68163016) | WhatsApp: [8020 1603](tel:80201603) | Email: sales@equinetacademy.com | <https://www.equinetacademy.com/wordpress-course-singapore/>