




# WordPress Website & Landing Page Creation

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

 In-Person Classroom

 Duration: 16 Hours (2 days)



## You're in Good Company

We upskill and empower teams at leading industry organisations.  
You are in good hands.



## Course Fees & Fundings

**Course Fee: S\$990.00** (inclusive of 9% GST)

**Nett Course Fee After Eligible SSG Subsidies:**  
From S\$297.00

SkillsFuture  
Credit, PSEA,  
UTAP  
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[www.equinetacademy.com](http://www.equinetacademy.com)



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# Course Overview

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



## 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.

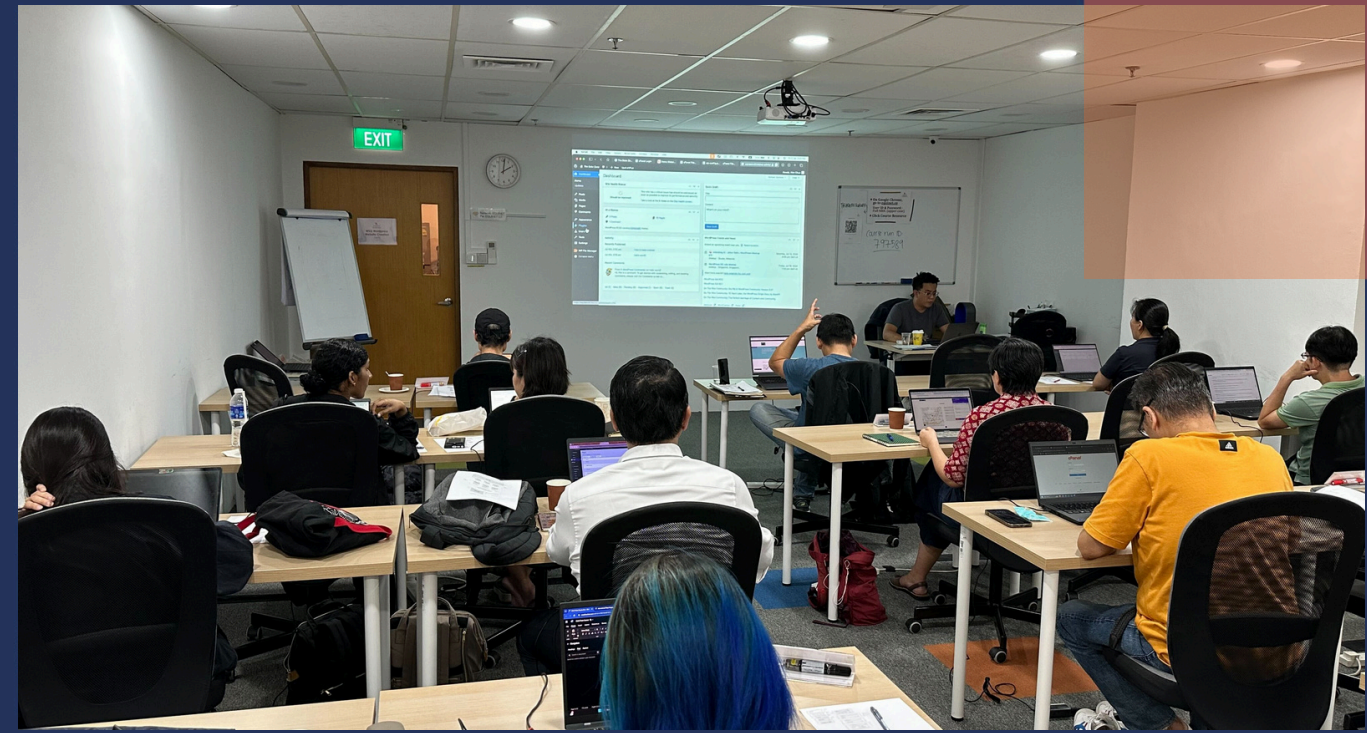
1. **Managers:** Learn to oversee the development and maintenance of WordPress websites, ensuring they align with business goals and brand identity. This knowledge helps you manage web projects more effectively, ensuring timelines and objectives are met.
2. **Administrative Staf:** Acquire the ability to update and maintain the company's WordPress website. This ensures the site is always current with the latest information, reducing the need to outsource simple updates and changes
3. **Solopreneurs:** Empower yourself to build and customise a professional WordPress website without the need for expensive developers. This course helps you create an online presence that accurately reflects your brand and attracts your target audience.
4. **Graphic Designers:** Expand your skill set by learning how to implement your designs directly into WordPress. This course teaches you how to seamlessly integrate visuals into the website, ensuring that the design and functionality work together to enhance user experience.
5. **Content Developers:** Learn how to effectively manage and publish content on WordPress websites. This course covers how to optimise content for SEO, ensuring it reaches the right audience and drives engagement.



# 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



# Course Outline

## Introduction to Website Building

### Topics Covered Include:

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





# WordPress Website Creation

## Topics Covered Include:

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
- 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





### 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
- Managing your media library
- Creating contact forms

### WordPress Posts

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





# WordPress Website Security, Backup, and Maintenance

## Topics Covered Include:

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

# WordPress Website Documentation

## Topics Covered Include:

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 – Case study with Questions
- Individual project presentation





## Trainer Profile

# Chan 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.







## Certificate and Certification Track

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 & Landing Page Creation course assessment and achieved at least 75% attendance.

\*This course is accredited by SkillsFuture Singapore under the WSQ Skills Framework Software Design

Course Code: TGS-2022014669

Course Support Period: 18 Jul 2022 – 17 Jul 2026





# Why

## Learn With Us

When you learn with Equinet Academy, you will not only get certified by a recognised certification body, the **Singapore Workforce Skills Qualifications (WSQ)**. You will also acquire extensive knowledge from highly experienced industry practitioners who develop and deliver top quality course content through experiential hands-on learning methodologies.

- Industry-recognised WSQ Statement of Attainments
- Real world hands-on projects
- Comprehensive, up-to-date curriculum and courseware
- Post-course coaching and mentorship
- Career support services and job opportunities
- Be part of an insider community with over 1000+ members

# 4.9/5

Google Reviews

# 20,000+

In our community and have  
trained at Equinet

# 4/5

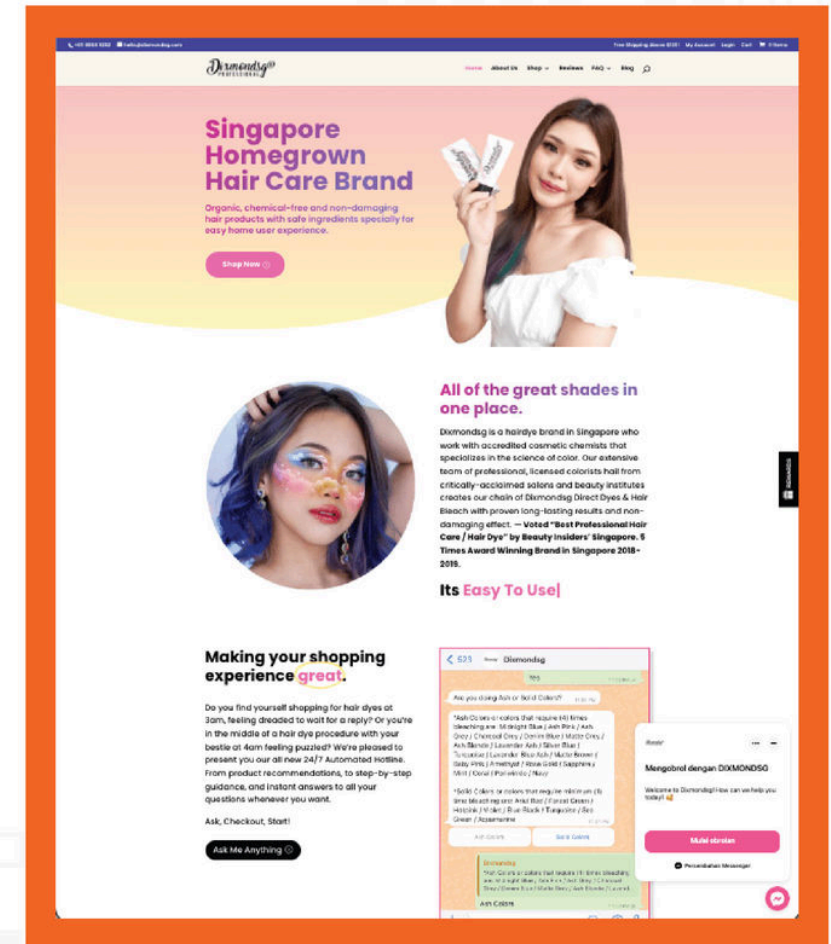
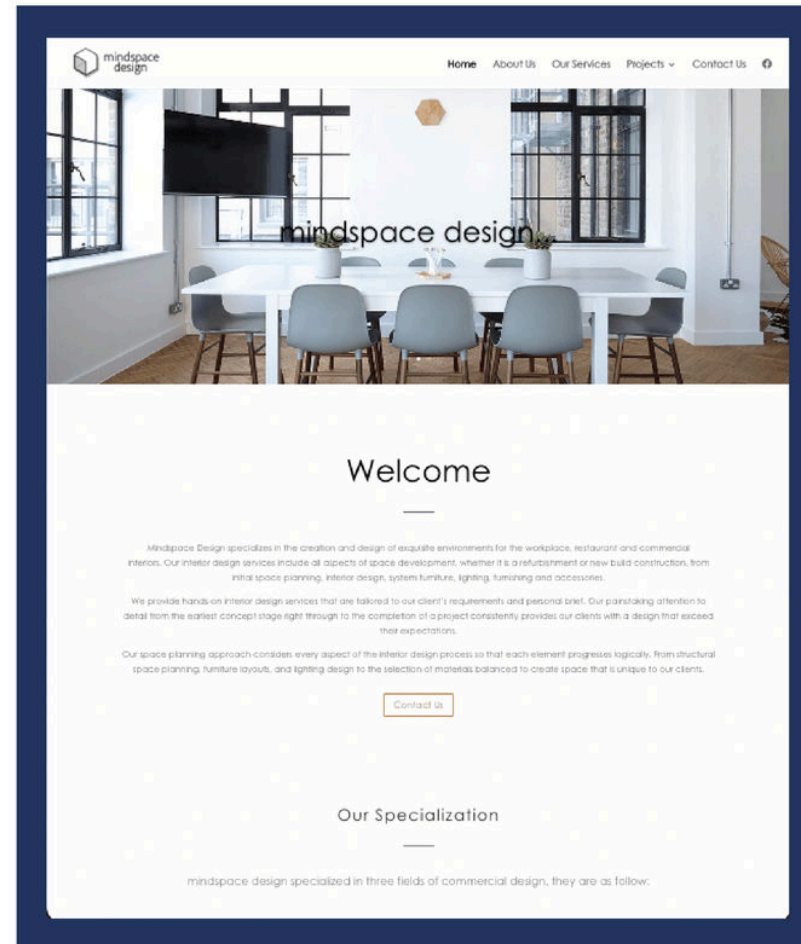
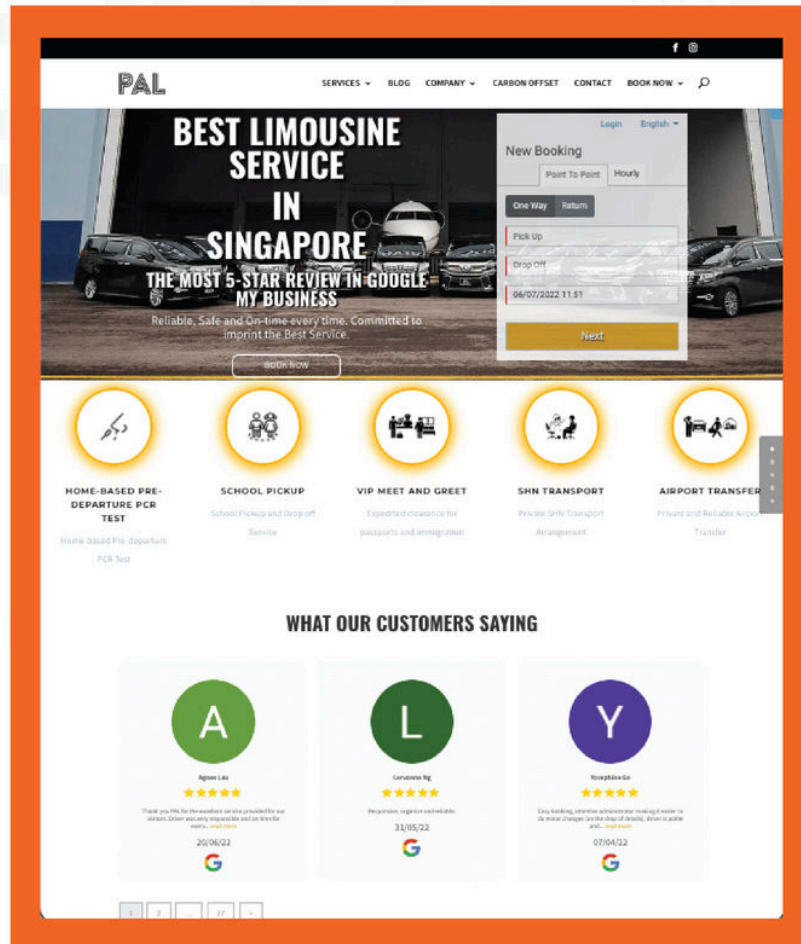
Quality Rating on TRAQOM  
via Qualtrics





# Trainee's Portfolio

Below are some examples of WordPress websites created by our trainees and websites that you will be able to create by the end of the course.



[View All Trainee Portfolios](#)



# 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

”

Teck Seng, the trainer, was fantastic. Given that understanding the various layers of backend in WordPress can take some time, he has showed patience and professionalism to each and every one of us. This course has taught me a lot, and I would recommend it to anyone who wants to learn how to build a website from the ground

Dee Tan

”

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.

Lim Kah Hong

”

This course provided me with the skills I needed to build and maintain my website. The practical approach and expert instruction made it easy to understand and apply the concepts. It's an invaluable resource for anyone looking to establish a strong online presence

Teo Jia Hu





# Frequently Asked Questions

## 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. For more details, you may read the [Online-based Classroom Learner Guide](#). 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 pre-requisites or minimum entry requirements?

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

## What is WordPress.org and WordPress.com?

WordPress.com is managed hosting on a subscription-based model with WordPress while WordPress.org is self-hosted and open source. You can sign up for a freemium account on WordPress.com and get started creating a website immediately. You may be prompted to go premium depending on what features you prefer to have. Premium features include regular auto backup, one-to-one support, and customisation.

On WordPress.org, you download the entire WordPress core files to your computer and upload it to your own server. From here on, you are entirely responsible for managing and maintaining your website. There are no freemium or premium models by WordPress and you are free to customise your website without any payment to WordPress.

More differences explained in this article – [WordPress.org vs WordPress.com – What is the difference](#)





## Related Courses

- [Certified Landing Page & Web Design Specialist \(CLPDS\)](#)
- [Certified Digital Marketing Strategist \(CDMS\) v2](#)
- [Copywriting & Content Writing](#)
- [Landing Page Design](#)
- [Shopify Store Creation](#)
- [Conversion Rate Optimisation \(CRO\)](#)

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Sign up for  
**WordPress Website  
& Landing Page  
Creation**

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