

Keep IT Simple Software Training

Build a Website & Blog in a Day

Learning Objectives

By the end of this 10 hour course run over two days, delegates will have created their very own website. They will have bought a keyword rich domain name, set up a hosting account, inserted pictures, text, video and set up a Blog that can be scheduled to go out at different times of the year.

Pre-Requisites

Delegates should have some windows knowledge, they do not need to be techie and have any programming knowledge or HTML knowledge whatsoever. It is recommended that you have a PayPal Account set up, (we will assist you with this if it is required but not essential).

Topics:

Day 1	
Which version of Wordpress	Difference between Wordpress.com and Wordpress.org
Understanding & Choosing a Niche	If you do not already have a business, choose the niche market you want to work within.
Keyword Research	Research keywords to find the most searchable domain name and for keywords to be used on your website for SEO.
Creating Your Hosting Account	Setting up Hostgator Account, Understand the Difference between Your Account Login and Your Domain Management Login
Choosing a Domain Name	Find & Purchase a Domain Name, Add Your Domain to Hostgator,
Email & Install your Blog	Create an Email Address for the Domain, Install Wordpress
Understanding SEO	How SEO works, what the benefits are of Social Media, Blogging, Ezines & Writing Articles
Data Management	How to Capture Data, What are the Benefits, Getting Permission to Communicate, What Tools to Use (you will need to invest in a database tool, if you decide to capture names & emails)
Day 2	
Module 1	Set Blog and Title Tag Line, Change Permalink Settings, Check Privacy Settings, Create Some Pages, Reading Settings, User Roles, Add functionality to your Websites/Blog with Plugins, Changing the Theme and Settings
Module 2	Customise the Dashboard, Quickpress, Create a Sticky Post, Schedule Posts, What are Categories & Tags, Set the Page Order, Add Widgets, Create Hyperlinks to other Pages or Sites, Title Tags
Module 3	Comment Moderation, Taking Payments via Paypal, Inserting Images to the Media Library, Adding Pictures, PDF's and Videos to your Posts & Pages, How to Resize Pictures
Traffic Generation	Using Keywords, Articles, YouTube, SEO, Social Media, Updating Your Content, How to Get Incoming Links

Course Price:

£80.00 per person per day

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