INDIGO
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BUILDING PROFESSIONAL BUSINESS WEBSITE USING WORDPRESS

Build a Professional Website Today

Who should attend

This course is suitable for:

1. Business owner
2. Entrepreneur
3. Startups
4. Webmaster
5. Sales & Marketing Team
6. Digital Marketer
7. Social Media Marketer
8. SEO Specialist

Prerequisite

1. Stable Internet Access (At least 10Mbps above)
2. Valid Email ID (either Personal/Business)
3. Dual monitor will have an advantage for better learning experience
4. Own a domain name / sub-domain and web hosting account
5. Trainer/ Training provider can assist in preparing Domain and web hosting services (additional cost incur)

Learning Objective

1. Set up from downloading source file, Install and Setting Up Business Site
2. Configure Standard or Custom WordPress Templates.
3. Build, Administer and Update a Website using WordPress.
4. Add and configure WordPress Plug-ins and Widgets.
5. Manage Users and WordPress Site Administration.
6. Securing a WordPress Website

Learning Outcome

By the end of the training, participants will be able to:

1. Setting up a business website
2. Managing domain and hosting
3. Managing WordPress's backend
4. Deploying themes and plugin
5. Secure & Backup's WordPress website
6. Improve website performance and search engine ranking

Methodology

With this 3 day course, every participant has a chance to explore their own WordPress's website. trainer will guide you to navigating WordPress content management system. We will go
into practical sessions, hand-on, configure and learn how to manage your own WordPress website and all its functionality.

Term & Condition

Course outline is subject to change by the trainer.

Agenda

Day 1

8.30am-9.00am Registration

9.00-10.30am Fundamental of Web Development Using WordPress

10.30-11.00am Morning Break

11.00-12.30pm Fundamental of Web Development Using WordPress (Continue)

12.30-1.30pm Lunch Break

1.30-3.00pm Customizing WordPress Appearance

3.30-4.00pm Tea Break

4.00-5.00pm Customizing WordPress Appearance (Continue)

Day 2

8.30am-9.00am Registration

9.00-10.30am WordPress Essential & Advanced Plugin.

10.30-11.00am Morning Break

11.00-12.30pm WordPress Essential & Advanced Plugin (Continue)

12.30-1.30pm Lunch Break

1.30-3.00pm WordPress Backup & Recovery.

3.30-4.00pm Tea Break

4.00-5.00pm Improve WordPress Performance and Speed

Agenda

Day 3

8.30am-9.00am Registration

9.00-10.30am Securing WordPress against attacker

10.30-11.00am Morning Break

11.00-12.30pm Enhance WordPress Search Engine Visibility

12.30-1.30pm Lunch Break

1.30-3.00pm Enhance WordPress Search Engine Visibility (Continue)

3.30-4.00pm Tea Break

4.00-5.00pm Maintaining WordPress Website (Continue)

Course Outline

1. Fundamental of Web Development Using WordPress

Topic include:
- What is WordPress & Why WordPress?
- Necessary Resources
- Getting Start with WordPress
- Navigating WordPress
- WordPress Mobile

2. Customizing WordPress Appearance

Topic include:
- WordPress Themes
- FREE Themes vs Commercial Themes
- Installation & Setting WordPress Themes

3. WordPress Essential & Advanced Plugin

Topic include:
- What is Plugin and Why Plugin
- Free Plugin vs Commercial Plugin
- Installing Plugin
- WordPress essential add on & advance add-on feature

4. WordPress Backup & Recovery

Topic include:
- Why Backup?
- Installation and configuring backup
- Offsite Backup
- Manual Backup
- Restore and Recovery

5. Improve WordPress Performance and Speed

Topic include:
- Why is performance and speed important?
- Installation and configuring CDN & Web Caching
- Database & Image Optimization

6. Securing WordPress against attacker

Topic include:
- Why Secure WordPress?
- Installation and configuring firewall

7. Enhance WordPress Search Engine Visibility

Topic include:
- Important of On-page SEO
- Installation and configuring On-page SEO
- Optimizing On-page SEO

8. Maintaining WordPress Website

Topic include:
- Security and Updates

About Elite Indigo

Elite Indigo Consulting provides corporate training to the semiconductor and manufacturing industries. With a humble beginning of one founding member with passion and desire to share his 20 years of experiences in Smart Manufacturing for global manufacturing facilities, now, we have a strong and competent team of 20 members, all aligned with company mission, vision and core values.

Our Mission

"Transform Data into Insights - Leap Forward"

Our Vision

Be a Global Trusted Advisor in the Areas of Skills Development, Consultancy & Software Solutions specialising in Semiconductor & Manufacturing industries.

Our Core Values

TRUST
"A culture of self, team and clients trust"

PASSION
"Do what we love and love what we do"

EXCELLENCE
"If it's worth doing, it's worth doing it well"