COURSE DURATION

16 hours

COURSE SYNOPSIS

WordPress is a free, open-source content management system (CMS) used by more than 60 million websites, written in PHP and paired with a MySQL or MariaDB database. Features include a plugin architecture and a template system, referred to within WordPress as Themes. WordPress was originally created as a blog-publishing system but has evolved to support other types of web content including online stores.

This intensive 2-day WordPress Ecommerce course will equip learners with practical WordPress building methodology and strategies, and it covers the fundamentals of WordPress ecommerce, from creating pages, creating posts, to selecting and installing plugins.

COURSE OBJECTIVES

By the end of this course, learners will be able to:

- Examine the user experience components to build a WordPress store
- Analyse the legal requirements and guidelines to create WordPress store
- Develop implementation plans in accordance to the WordPress store marketing activities
- Evaluate the technical and user experience of the WordPress website

TARGET AUDIENCE (SUPERVISORY AND MANAGERIAL)

The job role(s)/occupations that this unit would be relevant to may include all occupations in all industries. Some example are Sales and Marketing, Business Development.

ASSUMED SKILLS

Learners must:

- Learners to have minimum GCE 'O' level or ITE certificate education
- Learner should have at least 1 year's working experience in any industry
- Be able to operate a personal desktop computer.
- Have knowledge of the basic concepts of Digital Marketing.

TRAINING METHODOLOGIES

Lectures, demonstration, case studies and hands-on activities designed to provide practical experiences with skills being taught.

COURSE CONTENT

Learning Unit 1: WordPress store complete configuration settings

- Introduction of WordPress Content Management System
- Configure WordPress Site Setting
- Manage WordPress Plugins
- Manage WordPress Themes

Learning Unit 2: WordPress website design & legal requirement guideline

- Copyright and IP legislation
- Terms of Service and Privacy Policy

Learning Unit 3: Develop implementation plans for WordPress store marketing

- Manage Posts and Pages
- Manage Categories and Tags
- Manage Menu
- Create schedule for content
- SEO for WordPress

Learning Unit 4: Evaluate WordPress website to establish metrics on technical and user experiences

- Google Analytics for WordPress