

# Course : WordPress: writing effective content

*Practical course - 1d - 7h00 - Ref. WPR*

WordPress is the most widely used content management system (CMS), but its content production capabilities are often overlooked. This training course will introduce you to the WordPress WYSIWYG editor and help you produce content optimized for SEO and screen reading.

## Teaching objectives

At the end of the training, the participant will be able to:

- ✓ Mastering the WordPress WYSIWYG editor
- ✓ Promote your content and plan its online launch
- ✓ Produce [ SEO friendly " content in WordPress and optimize your referencing
- ✓ Learn about and use useful extensions for content production

## Intended audience

Web editors, communication managers and all those likely to write with the WordPress tool.

## Prerequisites

No special knowledge required.

## Practical details

### Hands-on work

Create and manage posts and pages in the WordPress WYSIWYG editor. Image and video integration. Highlighting and scheduling.

## Course schedule

### PARTICIPANTS

Web editors, communication managers and all those likely to write with the WordPress tool.

### PREREQUISITES

No special knowledge required.

### TRAINER QUALIFICATIONS

The experts leading the training are specialists in the covered subjects. They have been approved by our instructional teams for both their professional knowledge and their teaching ability, for each course they teach. They have at least five to ten years of experience in their field and hold (or have held) decision-making positions in companies.

### ASSESSMENT TERMS

The trainer evaluates each participant's academic progress throughout the training using multiple choice, scenarios, hands-on work and more.

Participants also complete a placement test before and after the course to measure the skills they've developed.

## 1 Organizing your content

- A reminder of how to structure and prioritize content in WordPress.
- Distinguish between pages and articles.
- Use categories to structure content.
- Building a silo structure.
- Create and manage pages and menus.
- Choose a good permalink format and insert key expressions in the url of a page or article.
- Using tags: controlling the risk of Duplicate Content.

### Exercise

Building a site structure.

## 2 Improve your publications

- Creating an article in WordPress: using the WYSIWYG editor.
- Assign categories to items.
- Use the Quick Edit tool.
- Promote and plan the online publication of an article.
- Integrate an image, video or sound.
- Know where to embed an image or video in an article.
- Use the "more" tag and WordPress snippets.
- Set the display of fields in the WYSIWYG editor.

### Exercise

Creating and structuring an enriched article.

## 3 Optimizing content for SEO

- How to install an extension.
- Enhance WYSIWYG editor capabilities.
- Set up and use an extension to optimize content for SEO.
- Optimize images.
- Define an optimal article format.
- Using semantic tags in WordPress.
- Write an article respecting the criteria "SEO on page" in WordPress.
- Set the value of the "alt" attribute.

### Exercise

Optimization of the article created for SEO.

## 4 Promote your publications

- Understand the need to maintain your content.
- Create a second level of navigation between articles.
- Create pagination for articles.
- Archive your articles.
- Set up a breadcrumb trail.
- Promote your articles on social networks.
- Use WordPress ping services.
- Use a redirection extension.

### Exercise

Use of an extension to promote the article on social networks.

### TEACHING AIDS AND TECHNICAL RESOURCES

- The main teaching aids and instructional methods used in the training are audiovisual aids, documentation and course material, hands-on application exercises and corrected exercises for practical training courses, case studies and coverage of real cases for training seminars.
- At the end of each course or seminar, ORSYS provides participants with a course evaluation questionnaire that is analysed by our instructional teams.
- A check-in sheet for each half-day of attendance is provided at the end of the training, along with a course completion certificate if the trainee attended the entire session.

### TERMS AND DEADLINES

Registration must be completed 24 hours before the start of the training.

### ACCESSIBILITY FOR PEOPLE WITH DISABILITIES

Do you need special accessibility accommodations? Contact Mrs. Fosse, Disability Manager, at [psh-accueil@orsys.fr](mailto:psh-accueil@orsys.fr) to review your request and its feasibility.