Course : WordPress: create a professional website

optional remote TOSA® certification
Practical course - 2d - 14h00 - Ref. SWP
Price : 1310 € E.T.

WordPress is the undisputed leader in content management systems, enabling you to create different types of website. In this course, you'll learn how to make the most of its features to create a professional website, without having to worry about the technical aspects of installing it.

Teaching objectives

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

- Setting up WordPress correctly
- Installing a theme and managing extensions
- Structure and create content effectively
- Master the basics of site maintenance and security

Intended audience
Communications managers, web editors and anyone who needs to design a professional WordPress website.

Prerequisites
Basic knowledge of Internet use. This course is designed for people who already have an active WordPress installation in their work environment.

Practical details
Hands-on work
WordPress CMS practice (excluding download, configuration and installation).

Course schedule

1 Discovering and configuring WordPress

- Discover how WordPress works in general and its potential for website creation.
- Understand the logic behind the WordPress Content Management System (CMS).
- Perform initial tool settings.
- Getting to grips with the dashboard.

Hands-on work
Getting to grips with WordPress and configuring the CMS.

2 Choosing, installing and setting up a premium theme

- Discover the different theme sales platforms.
- Choose your theme according to the type of site you want to create.
- Buy a Page Builder theme.
- Install and configure the theme.

Hands-on work
Choice, installation and configuration of a premium theme provided.

3 Structuring and creating content

- Choose your home page.
- Create pages.
- Define categories.
- Writing articles.
- Discover the WordPress WYSIWYG editor.
- Use the Page Builder provided with the theme.

Hands-on work
Creating a site structure with the Page Builder associated with the theme.

4 Installing and configuring extensions

- Install and configure extensions recommended or required by the theme.
- Using extensions with the Page Builder.
- Add a contact form.
- Integrate a Google Map.
- Integrate a slider.
- Create portfolios.

Hands-on work
Creation and enrichment of site pages with tools already set up.

5 Optimizing your site with extensions

- Improve your SEO with WordPress SEO.
- Optimize your site with WP Optimize.
- Reduce loading times with WP Rocket.
- Add functionality with Jetpack.
- Display visitor statistics in the dashboard.
- Compress your images with WP Smush.

Hands-on work
Discover, install and configure essential extensions.

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 to review your request and its feasibility.

(6) **Maintaining and securing your site**

- Managing WordPress update issues.
- Save your site.
- Put your site in maintenance mode.
- Block spam.
- Install SecuPress and scan your site.
- Correct safety problems.

Hands-on work
Creation of a site backup file package. Install and use SecuPress.

Options

Certification : 80 € HT

La certification TOSA® atteste pour une durée de 3 ans des compétences de l'apprenant sur une échelle de 1 000 points. Le diplôme TOSA® est envoyé si le score de l'apprenant est supérieur à 551 points. Une fois l'examen réalisé, l'apprenant peut consulter en direct ses résultats et reçoit par e-mail une attestation, une restitution détaillée de ses compétences ainsi que son diplôme sous 5 jours. L'examen dure 1 H 00 et se présente sous la forme de 35 exercices alternant entre des manipulations sur le logiciel et des QCM, dont la difficulté s'adapte selon les réponses de l'apprenant. Sans demande spécifique, il est dispensé par défaut en français et sur la version logicielle la plus récente. La surveillance est faite par un logiciel et est enregistrée à des fins de contrôle de conformité.