

WordPress Fundamentals

FIRST CLASS

1. Training goals review
2. Video Tutorials Overview
3. The Dashboard Overview
 - a. **The Dashboard Video (5:47)**
 - b. Screen Options
 - c. Posts
 - d. Media
 - e. Links
 - f. Pages
 - g. Comments
 - h. Slides
 - i. Portfolio
 - j. Feedback
 - k. Theme Options
 - l. Appearance
 - m. Plugins
 - n. Tools
 - o. Settings
 - i. **Settings and Configuration Video (5:38)**
 - ii. Permalinks set to be search engine friendly
 - p. Users
 - i. User Accounts – Create and Manage Users
 1. Administrator - Somebody who has access to all the administration features
 2. Editor - Somebody who can publish and manage posts and pages as well as manage other users' posts, etc.
 3. Author - Somebody who can publish and manage their own posts
 4. Contributor - Somebody who can write and manage their posts but not publish them
 5. Subscriber - Somebody who can only manage their profile
4. Content Management Overview
 - a. **Create a New Post Video (3:57)**
 - b. Setting Up Your Home Page – Blog or Static
 - c. Post
 - i. Creating a New Post
 - ii. Press This
 - iii. Taxonomy
 1. Permalinks / slug
 - iv. Kitchen Sink

- v. Adding Content
- vi. **Using Categories and Tags Video (OPTIONAL) (4:36)**
- vii. Saving / Publishing / Changing Date / Password protect
- viii. Revisions
- d. Pages
 - i. **Creating and Editing Pages Video (OPTIONAL) (3:13)**
 - ii. Taxonomy
 - 1. Permalinks / slug
 - iii. Kitchen Sink
 - iv. Adding Content
 - v. Parent
 - vi. Templates
 - 1. create contact form page
 - 2. create sitemap page
 - vii. Saving / Publishing / Changing Date / Password protect
 - viii. Revisions

5. Theme Options

6. Q & A

SECOND CLASS

1. Q & A
2. Creating the menu for the site
3. Sidebars
4. Plugins and Widgets
 - a. Standard Plugin Installation
 - i. Gravity Forms **(OPTIONAL)**
 - ii. xCloner
 - iii. Bulk Page Creator
 - b. Footer Widgets
5. Uploading Media – Images, Videos, Documents and Sound Clips
 - a. **Using The Media Library Video (3:37)**
6. Comments and Discussion – Moderating and Spam Control
 - a. Akismet
7. Standard SEO
 - a. theme/framework SEO settings
 - b. SEO splugins
 - i. All in One SEO Plugin (optional)
 - ii. SEO by Yoast (optional)
8. SEO 12 Step Program
 - 1 Page Title
 - 2 Page Name / Permalink
 - 3 Heading 2,3
 - 4 Bolded
 - 5 Italics
 - 6 Backlinked to homepage
 - 7 Headline / Bullet Points
 - 8 Image title, caption and alt text
 - 9 Keywords
 - 10 Description
 - 11 Category
 - 12 Tag
9. Setup Analytics on website
 - a. Google
 - b. Plugin
10. Q & A