

# WordPress for Business with Pitman Training

**WordPress is recognised worldwide as one of the most popular online blogging tools used by millions every day. WordPress has evolved a great deal and is now widely used as a full content management system where you can design, build and create a professional website.**

Our online WordPress for Business training course is specifically designed for those of you wishing to learn how to create a business focused website.

Throughout the course you'll learn more about WordPress and why it's a great tool to help you create a business website. You'll learn about designing a site and how to physically create a website.

You'll gain an understanding into best practice when creating the website content, and once you've got your site ready to go live you'll then cover how to enhance your WordPress website using SEO, how to monitor and track the success of the site using Google Analytics and how to report on its progress and success.

Throughout the course you'll undertake various exercises to consolidate what you've learnt at each step. You'll also have two months access to a domain on which you can practise your skills meaning you get hands-on, practical experience.

## Designed for

This course is suitable for a wide ranging audience with no pre-requisites required before starting the course.

If you're a small business owner or entrepreneur, having the skills to create your own business website will enable you to have full input on the design, implementation and progress of getting your new business website online.

For those working as an EA, PA, Office Manager or Business Development Manager, having a sound understanding of how to create a website using WordPress can be invaluable to your employer, and will give you a fuller understanding when working with other website developers.

## Prerequisites

None.

## Aims and Objectives

On completion of this course you'll have learnt how to create a professional, business website using WordPress. You'll also have gained valuable knowledge and understanding of how websites are built and how to enhance them using best practice SEO, meaning you'll have an excellent foundation from which to progress your web design career and knowledge, and you'll be able to confidently liaise with other website developers.

## Content

There are three main topics within this WordPress for Business course:

**Designing a WordPress Website:** What is a website; why use WordPress; identifying your audience; domain names; effective home pages; using images, video and colours; keywords; making a site accessible.

**Creating a WordPress Website:** Getting to know WordPress; themes; static pages and blog posts; developing the Home page; blogging – good tactics, how to create a post, categories/tags.

**Enhancing your WordPress site:** widgets; SEO; additional pages; registering with Google Analytics; increasing visitors; terminology, trends and reports; conversion and goals; best practice.

WordPress for Business is a standalone course, but is ideally taken alongside the following courses in the range: Blogging for Business, SEO for Business and Social Media Strategy for Business.

## Benefits

- **Know how to use WordPress in order to create your own websites**
- **The flexibility and value of a self-study course designed to enable you to work at your own pace**
- **The opportunity to gain the widely recognised Pitman Training Certificate**

**Course duration: 15 hours**

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Make sure this course is right for you - have a friendly chat with a Course Adviser, arrange to drop in to have a FREE taster or book a place...

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