



## WordPress for Business



Our online WordPress for Business training course is specifically designed for those wishing to learn how to create a business-focused website. You'll learn about designing a site and how to physically create a website.

### IS THIS FOR YOU?

This course is suitable for a wide ranging audience who may want to be able to utilise this renowned web design tool.

### ABOUT THIS COURSE

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.

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

- [Designing a WordPress Website](#)
- [Creating a WordPress Website](#)
- [Enhancing your WordPress site](#)

### 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.

### PRE-REQUISITES

There are no pre-requisites required before starting this course.

### CAREER PATH

WordPress skills can lead to a rewarding career as a Web Designer, Web Developer or Digital Marketing Executive.

### COURSE DURATION: 15 HOURS

*(Actual course duration will vary from individual to individual, based on prior skills and application).*



**CPD POINTS: 15**

*(Awarded CPD points upon successful completion).*

**To find out more about this or any of our courses, speak to one of our course advisors.**

The best way to predict the future **is to create it.**

To discuss your current skills and aspirations call:

**020 7256 6668**

or visit: [www.pitmanlondon.co.uk](http://www.pitmanlondon.co.uk)

Salisbury House London Wall London EC2M 5QQ

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