

COURSE DURATION

16 hours

COURSE SYNOPSIS

WordPress is a free, open-source content management system (CMS) used by more than 60 million websites, written in PHP and paired with a MySQL or MariaDB database. Features include a plugin architecture and a template system, referred to within WordPress as Themes. WordPress was originally created as a blog-publishing system but has evolved to support other types of web content including online stores.

This intensive 2-day WordPress Ecommerce course will equip learners with practical WordPress building methodology and strategies, and it covers the fundamentals of WordPress ecommerce, from creating pages, creating posts, to selecting and installing plugins.

COURSE OBJECTIVES

By the end of this course, learners will be able to:

- Examine the user experience components to build a WordPress store
- Analyse the legal requirements and guidelines to create WordPress store
- Develop implementation plans in accordance to the WordPress store marketing activities
- Evaluate the technical and user experience of the WordPress website

TARGET AUDIENCE (SUPERVISORY AND MANAGERIAL)

The job role(s)/occupations that this unit would be relevant to may include all occupations in all industries. Some example are Sales and Marketing, Business Development.

ASSUMED SKILLS

Learners must:

- Be able to operate a personal desktop computer.
- Be able to listen and speak English at a proficiency level equivalent to the Employability Skills Workforce Skills Qualifications (“ES WSQ”) Workplace Literacy (“WPL”) level 5.
- Be able to read and write English at a proficiency level equivalent to ES WSQ WPL level 5.
- Be able to manipulate numbers at a proficiency level equivalent to ES WSQ Workplace Numeracy (“WPN”) level 5.

- Have knowledge of the basic concepts of Digital Marketing.

INSTRUCTIONAL METHOD

- Lecture
- Demonstration
- Practical exercises
- Case study

COURSE CONTENT

1) WordPress store complete configuration settings

- Introduction of WordPress Content Management System
- Configure WordPress Site Setting
- Manage WordPress Plugins
- Manage WordPress Themes

2) WordPress website design & legal requirement guideline

- Copyright and IP legislation
- Terms of Service and Privacy Policy

3) Develop implementation plans for WordPress store marketing

- Manage Posts and Pages
- Manage Categories and Tags
- Manage Menu
- Create schedule for content
- SEO for WordPress

4) Evaluate WordPress website to establish metrics on technical and user experiences

- Google Analytics for WordPress
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