

Effective Websites and Blogs with WordPress («WPRESS»)

You want to create impressive responsive websites – purely visually and without having to learn code? Thanks to countless WordPress themes and visual layout editors this is no longer a problem! Learn to use it in this course.

Duration: 2 days

Price: 1'300.–

Course documents: Digital courseware

Content

WordPress is by far the most popular content management system worldwide. Today, one in four websites is operated with WordPress. For WordPress there is an unmanageable number of prefabricated themes or templates with which excellent responsive websites can be created. Thanks to the use of these themes and visual layout editors, you too can create fantastic websites without code or programming knowledge.

- Provider and domain selection criteria
- Installing WordPress
- Introduction to the basics
- The user interface
- Theme selection
- Installation of theme and child theme
- Visual layout editors (Visual Composers & Co.)
- Use of different media (images, video and audio)
- Structure of a menu structure
- Parallax scrolling, video backgrounds, ...
- Slideshows (revolution slider)
- Contact forms
- Most important plugins
- Correct copywriting and Search Engine Optimization (SEO)
- Tips and tricks
- Backup and security measures against hackers

Key Learnings

- Knowing the benefits of themes and the layout possibilities of visual editors
- Development, design and successful administration of your own responsive, search engine optimized and effective WordPress website

Target audience

This course is aimed at everyone who is interested in web design. The course is especially aimed at designers who want to layout websites without having any programming knowledge, print designers who want to enter the web world without code and people who want to run their own chic website.

Additional information

Info about the room equipment

Our courses take place on Windows or Apple devices. On request, we will be happy to provide you with an Apple computer in Zurich, Bern and Basel. Please let us know in advance by sending an e-mail to info@digicomp.ch. You can also bring your own laptop.

For virtual participation, we recommend the use of an additional monitor (not just a laptop) so that you can fully follow and participate in the lesson.



Further courses

- SEO for WordPress («SEOPRE»)
- Web Publisher («9PWEB»)
- Wordpress Advanced («WPRES2»)

Any questions?

We are happy to advise you on +41 44 447 21 21 or info@digicomp.ch. You can find detailed information about dates on www.digicomp.ch/courses-media-communication/publishing/web/course-effective-websites-and-blogs-with-wordpress