WORDPRESS in a Day

What is WordPress in a Day?

WordPress in a Day is a one day hands-on course designed for people who want to learn to build their own website in WordPress in just one day!

What's covered on the day?

- What is WordPress? The basics of how websites work and how WordPress can help.
- Fundamental concepts – what are themes, plugins and widgets?
- Setting up a WordPress site
- Publishing content to your website – how to add and amend content, adding links, images and more.
- Customising the look of your website – using themes and customising them to get the 'look' you want
- Adding new functions to your website by installing plugins
- Making your website ready for search engines – the importance of the title tag, using WordPress for SEO*, tracking your results using Google Analytics
- Integrating social media into your site – pulling in Facebook & Twitter feeds, posting from WordPress to social media
- Keeping WordPress safe – upgrades, security, passwords and spam.

What is included?

- One day of training at Shropshire Chamber, Telford, TF3 3BA (9:30am – 4:30pm) – with no more than 10 delegates on each course
- A year's hosting for your new WordPress site (normally £100)
- A £75 Google AdWords voucher to promote your new site (subject to availability)
- An hour's phone support in the 30 day period immediately following the course (worth £50)
- Our very own 'WordPress in a Day' training manual (Priceless!)
- Lunch, tea & coffee.

What do I need to bring?

- Yourself!
- A laptop (Don't have one? We may be able to help, give us a shout)
- Your ideas for your new website. You don't have to know exactly what you want to achieve with your site – the course will still help you – but to take full advantage of the day, have a think in advance about what pages you need, and what content you want to put on them.

* We obviously can't tell you *everything* you might need to know about SEO on this course as that's not the main topic. If you want more in depth SEO training, have a look at our 'SEO for Beginners' course.

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When?

We've set the following dates for 2017:

- Wednesday 7th March 2018
- Wednesday 23rd May 2018

What time?

- 9:30am – 4:00pm

Where?

Shropshire Chamber,
Trevithick House,
Stafford Park 4,
Telford,
TF3 3BA

[Click Here to see this on Google Maps](#)

Who?

- The course will be led by Alex, Ascendancy's Web Designer and Helen, Ascendancy's Managing Director and SEO expert.

What does it cost?

- £260 + VAT or £160 + VAT for Chamber Members
- Payment is made to Shropshire Chamber of Commerce – these courses are run in conjunction with them – and can be made online on their website. The Chamber will provide more information when you book.

How do I book?

Book via the Shropshire Chamber of Commerce website at:
www.shropshire-chamber.co.uk