

Workshop #1: Take Control of Your WordPress Website

This course is for those who want to learn how to build their own website from scratch, as a foundation for effective web marketing. You'll learn to use WordPress, the most effective system for an entrepreneur to use to build a powerful, Google-friendly site that helps you grow your business. Best of all, you don't need a lot of technical skill.

- Build your website (or more than one, if you need them!)
- Never pay anyone for website updates again
- Have the ability to get time-sensitive information on your site, fast!
- Get control over your client communications
- Build a resource that adds value to the worth of your business
- Save money on printing costs – communicate with your clients through your site
- Track site visitors and what's bringing them to your site
- Sell products online directly

We set you up with a modern WordPress website and teach your staff how to update and modify it, so that you can offer regular promotions and specials to your clients, as well as saving on costs for printed marketing and technical support materials.

Training includes:

- WordPress Website and Blog installation
- Permalink customization
- Creating an effective Tagline
- Using powerful keywords
- Adding or modifying posts or pages
- Using Categories and Tags
- Image cropping and resizing
- Tips for optimization of image sizes on web-pages
- Finding and Installing WordPress Themes
- Adding and updating Plugins (and which are essential!)
- Installing Google Sitemap
- Changing Widgets and their layout
- Configuring automatic backups
- On-site SEO techniques
- Installing and using Google Analytics for website statistics
- Creating PayPal payment buttons
- PDF creation
- FTP basics – how to upload PDFs to your site

This is instructor-led, hands on training. You supply the meeting room and internet connection for on-site programs. Scheduling is flexible and can include evening sessions. Some of the software programs used are not Mac-compatible – please check with the instructor if you're on a Mac.

This workshop is part 1 of the [Web-Powered Marketing Program](#)