Manage your website with confidence.

Learn WordPress. Achieve your goals.

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Director of Instruction

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Lead Instructor

Customized WordPress Training

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EMILY JOURNEY & ASSOCIATES
SINCE
EJ&A
2012
WEBSITE CONSULTANTS

Class size limited to **6 participants**

Live Virtual Training
$1497.00
1-on-1 training only

Training for 2 people
$1297.00
per person
Travel fee may apply

Training for 3 to 6 people
$997.00
per person
Travel fee may apply

AFTER TRAINING

For a period of 90 days after training, you get continued support and advice by phone, email, and screen sharing--
at no additional charge. We want your training experience to be a success!

GENERAL SCOPE OF TRAINING

Below is a general syllabus. The actual training experience may be more advanced or different based upon your company's specific needs and each participant's skill level.

⏱ **This course is comprehensive and requires only two 4-hour sessions.**

Make an exact copy of your website for practice purposes
Wouldn't it be great to have a copy of your website? A place to test website changes before they go live? We can help you with that.

WordPress Security
Keeping your website secure is important but not difficult. Learn the steps you need to take to protect your online assets. We will cover security at the levels of your domain, hosting, and WordPress dashboard.

WordPress Components
It's important to communicate effectively with web developers, IT departments, and colleagues when discussing your website. Get an overview of the basic WordPress structure common to every WordPress website. This foundation is also important for communicating effectively throughout the training process.

General Website Navigation
How to structure your website in a user friendly way—resulting in better engagement.

WordPress Settings
An important but often overlooked foundation to every WordPress website. WordPress settings are global and effect your website as a whole—often in dramatic ways.

Adding Pages and Posts
Learn how pages and posts are similar and different. When to create a post instead of a page? Time will be spent practicing creating posts and pages if needed.

Media Management
Add images, graphics, galleries, and video to posts and pages. How to make a clickable button. Adding special touches with simple image editing.

Integrating a Blog
Create a category based blog structure and control exactly what blog content is visible to specific types of website visitors. Learn why a blog is so important to modern websites and why more businesses are integrating blogs to build a following, increase credibility, and attract online visitors.

Blog Strategy and Web Writing
Get the truth about how to use keywords, titles, and web writing to optimize your websites for search engines (SEO).

SEO Targeting
Clarify your SEO keyword phrases based upon targeted geographic locations, products, and services.

WordPress Shortcode
We will learn about this simple method of inserting content into your websites. We will review the existing shortcode usage on your company website and practice creating and modifying content with shortcode.

WordPress Plugins
It is important to make good decisions about plugins. Learn how. We will review any plugins currently installed on your company website. Participants will practice searching for and installing plugins.

Managing Your Main Menu /Main Navigation
This important part of every website can easily get out of hand and be confusing. We will look closely at your existing website menus and learn how to modify them to your liking.

WordPress Widget Areas
How to make widgets appear and disappear. How to manage and customize their content.

Theme Documentation
We will review a theme of your choice and discuss special characteristics of this specific theme. This may be the theme your company is currently using.

eCommerce and Event Registration
How to incorporate event calendars/course schedules as well as automate online registration, payment, ticketing, and receipts.

Optional topics
- Getting the most out of Google Search Console
- The WordPress SEO plugin by YOAST
- Divi, Avada, WP Bakery, and other page builders
- How to sell WordPress websites

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