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wordpress education

WordPress Advanced Course

– A more detailed understanding of WordPress, and how you can improve your overall skills on the platform.

Date: Half-Day Online Courses in March & April 2024



Advanced WordPress

 **Thursday 7th March, 9.30am to 12.30pm**

 **Thursday 18th April, 9.30am to 12.30pm**

Limited to 10 places per course

Who Its For:

For those responsible for content management on a WordPress website, needing to improve overall skills, and undertake more complex tasks.

About The Programme:

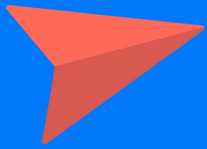
This course, for those with an existing knowledge of WordPress, is designed to build on your current skills and help you take on more challenging tasks relating to the website.

Objectives of the Programme:

What you will learn -

- Principles of good website security
- Adding new pages / posts
- Changing page layouts
- Video streaming
 - YouTube
 - Vimeo
- Enhancing navigation
- Managing User access
 - Secure passwords
 - Two factor authentication (2FA)
- Understanding what the Plugin modules do
- Selling Online
 - Woocommerce plugin
 - Products / Categories
 - Payments (Stripe, PayPal)
- Principles of SEO (Yoast)
 - Page titles / meta tags
 - SEO for Images
 - Appropriate Page URLs
 - Knowing what keywords are right for your website
- Google Ranking
 - What affects your website's ranking
 - How you can influence it
 - The importance of Google reviews
- Q & A





The Programme Team



**Ian
Jackson**

Ian is owner of Go2web, also a Dublin-based web design and development agency. Originally set up in 2000, go2web embraced the WordPress platform in 2015 and has a wide range of clients across numerous categories, such as Solicitors, Accountants, QFAs, education, Charities, Distributors and a wide range of other services.



**Maurice
Grehan**

Maurice is owner of SCSweb, a WordPress design and development agency based in Dublin. He has more than ten years' experience with the software platform, and also brings photography and videography skills to help his clients to look good online.

Duration

9.30am to 12.30pm, with breaks.
Online via Zoom.

Fee


€195 per seat
(max 10 per course)

Booking

Online via www.web.ie


For further information:

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