



Written by Jodi Allbon from Let's Build a Website 2017 ©

ADVANCED WORDPRESS TRAINING OUTLINE

Video 1 - Image Thumbnail Gallery

A Gallery is lots of thumbnails sized images that click open to a bigger image when the user clicks on it.

This video includes;

- How to create a thumbnail gallery within WordPress.

Video 2 - Slideshow Images

A slideshow can make a visual impact to your website for your user. We show you how to set up a slideshow within WordPress.

A slideshow is usually bigger images that have some type of animation on them, to slide in and out.

This video includes;

- How to create a slideshow within WordPress.

Video 3 - Newsletter Signup with Mailchimp

Newsletter signups are an important part of a professional website. This is the one way you can retrieve emails from the visitors who come to your website. Offer them some valuable information in exchange for their email.

Start building your newsletter database via your website with a signup.

This video includes;



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- Installing and setting up the plugin
- Setting up Mailchimp
- How to add a list in Mailchimp
- How to integrate MailChimp with WordPress
- Adding a newsletter signup to your website



Video 4 - Clients Testimonials/Reviews

Client's testimonials are very important for your website as they show your customers, comments from previous clients and can help build trust within your business. Obviously, they must be good ones!!

This video includes;

- Installing & setting up the plugin
- Set up a **rotating** testimonial
- Adding some testimonials
- Using shortcode to add the testimonials to a page
- Adding a widget to the sidebar or footer to show the testimonial to your visitors

Video 5 - Google Fonts

You may be happy with your theme, but just want to change some fonts. Your theme unfortunately doesn't have an option for you to change the font style or sizes, and you don't know any code for WordPress. We show you how to install a plugin to work around this, so you can modify the fonts in your theme.

This video includes;



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- Installing and setting up the plugin
- Learn how to modify your themes fonts without coding

Video 6 – Create Different Sidebar Content

As you know websites now days are very valuable online real estate, so making the most of your online space is super important. You may want different content on the sidebars for different pages. We show you how to set this up.

This video includes;

- Installing and setting up the plugin
- How to add different content to different sidebar areas via a widget

Video 7 – WordPress Shortcodes – Part 1

Shortcodes are unique to WordPress. Shortcodes are not HTML or PHP, they are little snippets of code that is used to display a plugin or widget function inside a page or post within WordPress. They can be very useful for your website.

This video includes;

- Installing and setting up the plugin
- Learn about shortcodes
- Learn how to create different page layouts with shortcodes



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Video 8 – WordPress Shortcodes – Part 2

Learn about the most common shortcodes including; tabs, accordions, buttons and responsive YouTube layouts.

This video includes;

- Installing and setting up the plugin
- How to add tabs and spoilers or accordions
- How to add a responsive YouTube video
- How to add nice buttons

Video 9 - Advanced Forms

You may want a more advanced form, with more fields including a drop down or checkboxes. We will show you how to set up a plugin with drag and drop features to set up a more complex form.

This video includes;

- Installing and setting up the plugin
- Set up an advanced form with more fields
- Setting up confirmation and notification emails
- How to add the form to a page
- How to edit the form without knowing coding
- Use this type of form for booking events, feedback, customer details



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Video 10 – WordPress SEO – Search Engine optimisation.

Add a powerful SEO plugin that will teach you how to make your website Google friendly.

This video includes;

- Installing and setting up the plugin
- Demo of keyword research tool
- How to add researched keywords to a page
- Adding Titles and Descriptions
- How to format a Google friendly page
- Adding a Sitemap
- Add a link to the sitemap in your footer

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