

A large, semi-transparent watermark of the WordPress logo (a stylized 'W' inside a circle) is centered in the background of the page.

Syllabus

WORDPRESS 101

A BRIEF OVERVIEW

After blogging for over 12 years, I can honestly say that the most common thread that contributes to early blogging failure is feeling overwhelmed with WordPress.

SO many newbie bloggers have come to me expressing their frustration with understanding how to properly use WordPress their self-hosted blogs. And while WordPress is touted as needing not coding experience to manage it, it can still be confusing not knowing all of the backend functions that make your site work as it should!

This is exactly why my team and I worked hard to develop WordPress 101! We wanted to create an easy-to-understand course for new bloggers who have little or no experience with coding or web development in order to make it easier for you to get your blog out there with ease!

Are you ready to start mastering WordPress so you can focus on getting your blog content to the world? If so, let's get started! Here is a brief overview of what we'll be covering in this course:

Lesson 1: Intro to WordPress

In this lesson, we'll introduce you to this robust content management tool, discuss some of the differences between WordPress.org (what this course is all about!) and WordPress.com, and give you easy-to-follow steps to start your own self-hosted WordPress blog! Lessons will include both written and video lessons covering:

- ✓ What is WordPress, and what makes it the BEST blogging platform out there
- ✓ The differences between WordPress.org and WordPress.com
- ✓ Step-by-step instructions to help you start your own self-hosted WordPress blog if you don't already have your blog up and running
- ✓ My own personal experience as a WordPress user
- ✓ How to access your WordPress site after it's been set up

Lesson 2: Your WordPress Site

Before you can start using this content management system, it's really important that you get used to what this powerful tool can do. We're going to help you get familiar with your own WordPress site, starting with giving you a complete tour. This lesson will include video and text lessons covering:

- ✓ An in-depth tour of your WordPress Dashboard so you know how to use it effectively
- ✓ Information on how to customize your Dashboard to make it easier to navigate and to help streamline your workflow
- ✓ Details of each of the WordPress Menu options and submenus so you know where everything is, what they do, and how to use them each option

Lesson 3: Content Creation, Organization, and Management

While content creation is pretty much the most important part of running your blog, organizing and managing your content should be considered a close second. In Lesson 3, we'll go over how to create and publish your blog content, as well as how to use WordPress to organize and manage your content. This lesson includes video and text lessons covering:

- ✓ The differences between blog posts and pages and how each functions on a WordPress site
- ✓ How to use the WordPress Editor to create and publish or schedule new blog posts and pages
- ✓ The difference between the Visual Editor and the Text Editor and how to use each one
- ✓ Step-by-step instructions to add links and images to your content
- ✓ In-depth instruction on creating and using categories and tags to organize your posts and pages
- ✓ Tips to help you manage your content creation and publication schedule

Lesson 4: Customizing Your Website

One of the most exciting aspects of creating a new blog is the design process. And one of the wonderful benefits of having WordPress is that you don't need to know a single bit of code to create a beautiful, functional website. In Lesson 4, we'll be using video and text lessons to cover:

- ✓ What themes are, how to use them, what to look for in a good theme, where to go to find them, and how to install them
- ✓ How to use the WordPress Customizer to help you change the look of your theme to fit your taste
- ✓ What plugins are, how to use them, and how to install them, including some of our favorites!

Lesson 5: Maintaining Your WordPress Site

WordPress sites are generally low-maintenance, requiring little in the way of upkeep. However, there are a few important things you need to do regularly to make sure your website is running at its best. In Lesson 5, we'll show you how to keep your site updated and running smoothly. This lesson includes text and video lessons covering:

- ✓ How to adjust the settings for your blog comments
- ✓ How to moderate, manage, and reply to comments on your blog, including how to keep the comment spammers at bay!
- ✓ Instruction on the hows and whys of performing updates on your site, what needs to be updated, and where updates are performed
- ✓ Information regarding site backups, why they're important, how to do them, recommended plugins, and how to use backups when something goes wrong
- ✓ How to troubleshoot issues on your site and when it's important to seek outside help for site issues

NOTE: *This course is meant for those who are using the WordPress.org installation on their self-hosted site. This is NOT intended for WordPress.com hosted blogs.*