TECHNOLOGY

Professional Development | $240 / eAdviser WordPress Classroom / year

WordPress Specialist Certification
$199 / user | CE Hours 5

Introducing the **WordPress Specialist Certificate** for website developers that want to use WordPress as platform to develop a website or manage their online content. WordPress is a free and open source content management system used by more than 23% of the top 10 million websites.

WordPress Interactive video modules and topic areas:

1. WordPress Introduction and Basic Configuration | 2 hrs and 39 minutes
2. WordPress Advanced Themes and Administration | 1 hr & 30 minutes
3. WordPress Networking and Security | 1 hr and 45 minutes

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WordPress Specialist Certification
Course Module Description

Course Module 1: WordPress Introduction and Basic Configuration

Course Summary

WordPress is a free and open source blogging tool and a content management system. There are many new features in the latest version, WordPress 4.1. The new default theme, Twenty Fifteen, is a responsive design that lets your writing take center stage. In this course, you will learn how to install and configure WordPress as well as how to work with content, themes, and plugins.

Objectives

Installing and Upgrading WordPress

- identify when WordPress is an appropriate solution

- install WordPress using the Web interface
- describe the differences between WordPress.org and WordPress.com
- describe how to install different WordPress themes
- perform the installation of different WordPress plugins
- use the functionality to upgrade WordPress, themes, and plugins

Dashboard and Settings

- describe the WordPress dashboard and its features
- describe the WordPress administration menu and admin bar
- configure some of the settings for reading and writing
- configure some of the settings for media and permalinks

Working with Content

- create and edit a standard post
- manage posts with categories and tags
- describe how to create a new page
- compare the differences between posts and pages
- work with HTML
- work with shortcodes
- work with various media file types
- define what feeds are in WordPress

Working with Themes

- identify the different elements of the customizer
- recognize when and how to use widgets
- get additional widgets
- perform menu creation within themes
- recall how headers and backgrounds are applied
- work with a starter theme and theme framework

Working with Plugins

- describe how plugins work
- evaluate different plugins
- troubleshoot plugins

Course Module 2: WordPress Advanced Themes and Administration

Course Summary

WordPress is one of the most powerful, versatile, and flexible content management systems, making it a great choice for every kind of Web project. It is also a free open-source blogging tool. In this course, you will learn how to create and manage themes, perform administration, and look into the options when considering to move your site.

Objectives

Creating a Theme

- build theme files
- describe template files
- describe how the template hierarchy is used
- recall how and when to use conditional tags
- describe different theme functions
- modify themes using the best practice of creating child themes
- create custom post types and fields
- applying custom post types and fields
- recall how the loop works
- modify the loop
- access post information outside the loop
- increase search engine optimization
- add stylesheets
- add JavaScript
- create theme frameworks for large sites
- recognize different database errors and what they indicate
- recall how to implement responsive design elements

Administration

- create and configure user accounts
- describe the different roles that can be applied

Site Transfers

- move a site
- recall what to consider for a site move

Practice: Working with Themes and Administration

- Recognize how your site operates and administer it

Course Module 3: WordPress Networking and Security

Course Summary

WordPress is an open-source content management system used by more than 23% of the top 10 million websites. WordPress 4.1 provides a new distraction-free writing mode – editing tools fade away when you are writing and come back when you need them. In this course, you will learn how to build and configure multisite networks and perform the critical security measures.

Objectives

Objectives

Setting Up Multisite Networks

- describe the different requirements for a multisite environment
- update the wp-config file
- update the .htaccess file
- make different configurations to the network
- create a new site
- enable themes for use on sites
- create and configure network user accounts
- recall how to update the network
- set up MU domain mapping
- add the domain name
- export website data
- back up all the site information

Performance and Security
- backup the database and files
- change the database table prefix
- describe what caching is and how it is used in WordPress
- configure secure logins
- recall why and how to remove the meta generator tag
- apply different file level permissions
- change file locations
- recall how to monitor for security problems

Beginning Theme and Plugin Development
- configure different theme and plugin files
- identify what the core files are and recall why they should not be altered
- work with hooks
- use the options and settings APIs
- write a secure theme and plugin

Practice: Secure WordPress Networking
- setup and configure WordPress networking and security