

# Chindlers

## Wordpress

**Program: Wordpress**

**Title: Wordpress**

**Prerequisites: Basic Computer Skills**

**Certifications Upon Completion: certificate of completion**

**Length of Course: 120 Hours**

**PRICE: \$3000**

### **COURSE OBJECTIVE:**

**WordPress is the simplest, most popular way to create your own website or blog.** In fact, WordPress powers over 35.2% of all the websites on the Internet. Yes – more than one in four websites that you visit are likely powered by WordPress. On a slightly more technical level, WordPress is an open-source content management system licensed under GPLv2, which means that anyone can use or modify the WordPress software for free. A content management system is basically a tool that makes it easy to manage important aspects of your website – like content – without needing to know anything about programming.

The end result is that WordPress makes building a website accessible to anyone – even people who aren't developers.

### **PROGRAM DESCRIPTION:**

This course prepares individuals to successfully edit and build a website .

### **INSTRUCTIONAL STRATEGIES:**

Our institution has developed its own e-learning platform ([www.tutoracademy.org](http://www.tutoracademy.org)) together with a combination of class lectures, hands on with a computer, one on one demonstrations, and in-house lab experiences applicants can accomplish certification.

### **PROGRAM LENGTH**

The following hours are recommended program lengths. It is understood, however, each student learns at his or her individual pace and there will be students who successfully complete the program in fewer or more hours that what is recommended.

## METHOD OF EVALUATION

Our onsite testing program through(Pearson Vue) will evaluate and certify each candidate, reports will be produced to assist candidates in becoming certified.

## GRADING FORMULA

Percentage %	Grade
90+	A
87-89	A-
84-86	B+
80-83	B
77-79	B-
74-76	C+
70-73	C
65-69	D+
60-64	D
<59	F

## **Chapter1-AboutthisCourse**

47:11

<a href="#">WhatYouNeedforthis Course</a>	<a href="#">Preview</a>	04:12
What You'll Learn in this Course		11:10
WordPress Tour and Different Versions		15:10
Tools - Domains, FTP, Image Editing, Invoices, and Taking Payments		15:35
Resource List for your Toolbox		01:04
<b><u>Chapter2-PrepareHosting,Servers,andInstall WordPress</u></b>		<b>20:06:29</b>
Hosting and Local Development Environments		02:52
Website Hosting and Development Options		08:43
Your First WordPress Website - using Local by Flywheel		12:02
Local by Flywheel - Files and Database Structure		15:45
Your Free SiteGround Hosting Account		12:10
Your Free Flywheel Hosting Account		10:35
Install WordPress Manually using Local by Flywheel		09:38
<a href="#">InstallWordPress Manually using MAMP</a>	<a href="#">Preview</a>	13:24
Explore WordPress Files and Database		18:41

<a href="#">Student Sandbox Code</a>	00:06
Get Your Sandbox	08:41
WordPress Defaults	13:51
<b><a href="#">- Chapter3-BuildaBrochureSite</a></b>	<b><a href="#">10:39:58</a></b>
Create a New WordPress Installation	17:39
Salts and Plugins	16:42
Static Homepage and Posts	16:34
Interior Pages, Navigation and Sidebar	10:13
Configure Contact Form	10:55
New rules for Google Maps - Get your API Key	01:58
Configure Google Maps	17:25
Configure Google Analytics	08:32
<b><a href="#">- Chapter4-BuildaBlogStyleHomepageSite</a></b>	<b><a href="#">20:17:44</a></b>
Modify Homepage and Import Sample	10:24
Change Theme and Modify Homepage	16:07
Revise Navigation, Header and Footer	11:40
Categories and Category Navigation	12:09

Tags and Tag Navigation	10:06
Post Formats and Finishing Up	17:18
<b><u>Chapter5-MigratingWordPressforStagingand Development</u></b>	<b><u>21:11:31</u></b>
Site Migration using a Plugin: All In One WP Migration	14:07
Site Migration using a Plugin: Duplicator	16:49
Migrate a Site Manually	15:02
Migrate a Live Site to Local Staging	11:02
Migrating to Live Host and Staging Areas	03:57
How to get the Affinity Theme that we use in the next lesson	00:22
Change Theme and Update Live Site	10:12
<b><u>Chapter6-PremiumThemes,FrameworksandChild Themes</u></b>	<b><u>21:39:49</u></b>
Why Premium Themes?	09:49
Frameworks and Child Themes	06:38
Create a Child Theme Manually - notes	00:29
<a href="#">CreateaChildTheme Manually</a>	<a href="#">Preview</a> 16:16
Create a Child Theme Using a Plugin	10:32
Change the Admin Dashboard	10:46

Genesis Child Themes in the Sandbox	16:21
More Genesis Child Theme Edits	13:52
Code Snippets and WP Clips Plugins	15:06
<b><u>- Chapter7-PremiumPluginsandChoosingPlugins</u></b>	<b><u>21:04:13</u></b>
Premium Plugins at WPMUDev.org	09:04
Envato Market for Premium Plugins	10:25
Choosing Plugins from the Repository	10:52
Premium vs. Lite Plugin: Soliloquy Slider	19:28
Premium Plugins in the Sandbox	14:24
<b><u>- Chapter8-BuildaSpecializedHomepage Site, CorporateStyle</u></b>	<b><u>01:46:47</u></b>
Executive Pro Theme Update	00:14
Executive Pro: Import Demo Content	12:44
Genesis Homepage Widget Areas	19:42
Special CSS Classes in Genesis Themes	18:20
Navigation, Header and Footer	12:15
Custom Post Types and Taxonomies	15:14
Featured Post Widgets	18:24

and Blog Archive	
Contact Form and Customizations	09:54
<b><u>- Chapter9-BuildaScrollingHomepageSite</u></b>	<b><u>01:50:24</u></b>
Activate and Explore Cafe Pro Theme	08:22
Scrolling Navigation with Anchor Tags	13:49
Affinity Theme Scrolling Homepage	11:21
Cafe Pro Homepage Widget Layouts	15:31
How I customized the Café Pro Homepage	17:06
Custom Post Types with Custompress	16:50
Implement Your Custom Post Types	10:31
Homepage Content and Conditional Widgets	16:54
<b><u>- Chapter10-CustomPostTypeswiththeAuthorPro Plugin</u></b>	<b><u>01:36:34</u></b>
Set Up Author Pro Theme and Plugin	06:59
Frontend Display of Author Pro CPT	18:51
Author Pro Homepage and Book Widgets	18:22
Further Author Pro Customizations	16:30
Book Cover using the PSD Template	17:53

Change Themes  
Preserving CPT Data

**+ Chapter11-EmailSystems:Transactional, Marketing andSend/Receiveatdomains** 10lectures 02:34:48

[TwoTypesofInternal Email:Transactionaland Marketing](#) [Preview](#) 17:46

Email Addresses at Private Domains 11:48

Transactional Email Setup with Google 18:09

Transactional Email Setup with SendGrid 15:31

Transactional Email Setup with SparkPost 18:01

Mailchimp Marketing and Autoresponders 12:31

Mailchimp Signup Forms and Opt-in System 12:11

Mailchimp Emails and Thank You Pages 15:57

Sandbox form with Genesis Enews Extended 15:32

Mailchimp and WordPress User Synchronization 17:22

**+ Chapter12-BuildanEcommerceSite** 8lectures 01:55:33

WooCommerce Plugin Settings 14:50

Custom Post Types in WooCommerce 16:53

Account, Cart and Checkout Pages 19:32



and Blog Archive Payment Systems and		
Inventory		12:34
Shipping and Digital Delivery		19:39
Changes to WooCommerce Checkout Fields Editing for the next lesson		00:29
Free Product and Store Customizations		17:07
Marketing List Sync and Store Emails		14:29
<b>+ <u>Chapter13-ManagingUpdates,SecurityandSpeed</u></b>	<b><u>8lectures</u></b>	<b><u>01:36:33</u></b>
WordPress Core Updates		09:58
Plugin and Theme Updates		13:11
Managing Multiple Websites		13:10
Changes to Login and Authentication Plugins		00:52
Hosting and Third Party Security Services		07:48
Security Plugins and Monitoring		17:00
Multiple Backups and Restore Systems		14:59
Using https:// and SSL Certificates		19:35
<b>+ <u>Chapter14-Proposals,MaintenancePlans,and ClientBilling</u></b>	<b><u>2lectures</u></b>	<b><u>28:00</u></b>
Website Proposals that Win Clients		12:13

