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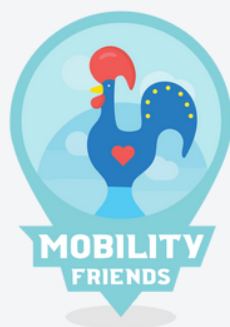
**Web Design**

# WORDPRESS: COMPLETE WEBSITE CREATION AND MANAGEMENT



*Your Mobility Partner*

**PIC Number:** 948037649 | **Organisation ID:** E10207576

# COURSE OVERVIEW

*WordPress: Complete Website Creation & Management* is a practical course designed to guide participants through every step of building, customising, and managing a professional website with WordPress. Starting from the basics, learners will explore site setup, theme selection, and content creation, before progressing to advanced features such as plugin integration, security, and optimisation. The course emphasises real-world application, with hands-on activities and project-based learning, allowing participants to develop a fully functional website tailored to their needs. Whether aiming to create a blog, portfolio, business site, or online shop, participants will finish the course with the knowledge and confidence to manage and grow their WordPress presence independently.

# TARGET AUDIENCE

This WordPress course is aimed at participants who are eager to learn how to effectively use the platform to build and manage their own websites. Whether you're a beginner with no prior experience or someone looking to deepen your existing knowledge, this course is perfect for those who want to understand WordPress from the ground up. It's ideal for individuals who wish to create personal blogs, business websites, or portfolios, and want to gain the skills to customize themes, add functionality, and optimize content.

# REQUIREMENTS

To take part in the course, participants must meet the following requirements:

- Have at least a B1 level of English (independent user);
- Complete and submit the registration form before the start of the training;
- Bring a laptop or tablet to use during the sessions;
- Commit to active participation and attend at least 80% of the course.

# CONTACTS AND REGISTRATION

For registrations, additional information, or budget requests, please contact our team by email at trainingcourses@mobilityfriends.org or visit our website at www.mobilityfriends.org .

# COURSE OBJECTIVES

The objectives of the course are:
- Understand the key concepts, structure, and potential of the WordPress platform.
- Set up, configure, and secure a WordPress website from scratch.
- Create, organise, and manage website content effectively using pages, posts, and multimedia elements.
- Customise website design through themes, menus, widgets, and basic CSS.
- Extend website functionality using plugins and third-party integrations.
- Implement essential security measures and maintain site performance.
- Apply best practices in SEO and user experience to optimise websites for visibility and accessibility.
- Manage users, roles, and collaboration tools within WordPress.
- Troubleshoot and resolve common issues related to content, design, and site management.
- Plan, build, launch, and present a complete WordPress website suited to specific goals.

# LEARNING OUTCOMES

Upon successful completion of this course, learners will be able to:
1. Explain the basic structure and key features of the WordPress platform.
2. Install, configure, and update a WordPress website on various hosting environments.
3. Create, format, and organise content using the block editor, categories, tags, and media library.
4. Select, install, and customise themes to achieve a desired website appearance.
5. Manage navigation menus, widgets, and site structure for optimal usability.
6. Identify, install, and configure essential plugins for enhanced functionality and security.
7. Apply core security practices, including regular updates, backups, and user role management.
8. Optimise website performance through caching, image optimisation, and best practice settings.
9. Implement basic SEO strategies and integrate analytics tools to monitor site traffic.
10. Troubleshoot common issues, perform regular maintenance, and restore a site from backup.
11. Plan, build, and present a fully functional website that meets specific personal or professional objectives.

# METHODOLOGY

The course is structured around a rigorous methodology that combines theoretical exposition, practical work, and applied demonstrations. This approach ensures a thorough understanding of the subject matter and its direct application in real-world contexts.

Theoretical sessions provide essential foundations, while practical work and demonstrations facilitate the development of technical skills and familiarity with the specific tools and procedures relevant to the course.

Continuous monitoring through individualized feedback allows for tracking learners' progress and ensures the achievement of the set objectives, preparing participants to face professional challenges with competence and precision.

# ASSESSMENT

Assessment is carried out continuously throughout the course, using a holistic and learner-centered approach that reflects both participation and performance. Each participant is evaluated based on their overall engagement, regular attendance, punctuality, interest in the topics covered, ability to apply knowledge during practical tasks, and interaction with peers in individual and group activities.

The evaluation process includes a variety of classroom-based tasks (oral and written), short daily assignments, role-plays, and simulations. Trainers provide ongoing, individualized feedback to support progress and encourage active learning.

A Certificate of Participation is awarded to participants who attend at least 80% of the sessions and demonstrate consistent involvement and commitment during the training.

# DURATION

The standard duration of our course is 20 hours (5 days), designed to ensure comprehensive and effective learning. However, this duration can be adjusted, in specific cases, to meet the particular needs of each group, in order to optimize outcomes and better suit the training context.

For further details or to discuss a customized schedule, please get in touch with us.

# PRICE AND FUNDING

Each quotation is personalized and depends on several factors, such as the number of participants, the number of training hours, the location of the course, and any additional services requested (accommodation, transport, meals, cultural activities, etc.).

To receive a tailored quotation for your group, please get in touch with us.

The training can be funded through programs such as Erasmus+ (KA1 – Learning Mobility), among other European support mechanisms. For more information about funding, participants should contact their sending organization or their country's National Agency directly.

# LOCATION AND COURSE LANGUAGE

We have training rooms in several cities in Mainland Portugal, such as Barcelos (headquarters), Braga, Póvoa de Varzim, and Porto. We also have spaces in the islands of Madeira (Funchal) and the Azores (Ponta Delgada). Additionally, we have facilities in Valencia, Spain.

The course is delivered in English.

# CERTIFICATION

A Certificate of Participation is awarded to participants who attend at least 80% of the sessions and demonstrate consistent engagement and commitment throughout the training. Upon completion of the course, a formal certification ceremony will take place, during which the certificates will be presented to the participants.

# OTHER SERVICES

To enrich the training experience, Mobility Friends offers a range of additional services, subject to availability and additional cost, which can be arranged for individual participants or groups.

Services include:

- Accommodation in partner residences or hotels
- Meals (lunch and/or dinner)
- Transfers between the accommodation and the training room
- Airport transfers
- Cultural visits

All services are subject to availability and must be requested in advance. For more information and personalised quotes, please contact our team.

# COURSE CONTENTS

### MODULE 1: THE WORLD OF WORDPRESS AND DIGITAL PRESENCE

- WordPress in the global web ecosystem: market share, types of projects, and evolution.
- WordPress.com vs WordPress.org: which to choose?
- Key concepts: CMS, open source, themes, plugins, widgets, Gutenberg editor.
- Domain, hosting and SSL: best practices for a professional presence.

### MODULE 2: INSTALLING, SETTING UP, AND SECURING YOUR SITE

- Selecting hosting providers: shared, managed, cloud options.
- Manual vs one-click installation, and moving from local to live.
- Essential site settings: language, time zone, permalinks, privacy, security basics.
- Enabling HTTPS and first steps for protecting your site.

### MODULE 3: CONTENT CREATION AND EDITORIAL WORKFLOW

- Creating pages and posts with Gutenberg blocks and reusable templates.
- Structuring content: headings, multimedia, links, SEO-friendly writing.
- Organising with categories and tags for navigation and SEO.
- Managing the media library efficiently (images, documents, galleries, video).

### MODULE 4: THEMES, DESIGN AND VISUAL IDENTITY

- Selecting, installing and customising free/premium themes.
- Customising with the Customizer and/or theme builders (Elementor, WPBakery, etc.).
- Creating custom menus, footers and sidebars.
- Design trends: responsive design, accessibility, mobile-first, and branding.

*Please note that program content may be subject to change based on input from our trainers.

# COURSE CONTENTS

### MODULE 5: PLUGINS, EXTENSIONS AND INTEGRATIONS

- Essential plugins for every site: security, SEO, backups, forms, analytics, caching.
- Evaluating plugin quality and avoiding conflicts.
- Integrating external services: email marketing (Mailchimp), analytics (Google Analytics), social media.
- Automating tasks with plugins and third-party tools (Zapier, IFTTT).

### MODULE 6: SITE STRUCTURE, NAVIGATION AND UX

- Planning a logical and user-friendly site architecture.
- Advanced navigation: breadcrumbs, mega menus, sticky navigation, mobile menus.
- Widgets, sidebars, and dynamic content areas.
- Best practices for user experience and accessibility (WCAG basics).

### MODULE 7: USER MANAGEMENT, ROLES AND COLLABORATION

- User roles, capabilities, and permission strategies.
- Managing multiple authors and editorial workflows (drafts, reviews, approvals).
- Community building: comments, moderation, user-generated content.
- GDPR compliance, privacy policies, and legal pages.

### MODULE 8: ADVANCED CUSTOMISATION AND BRANDING

- Creating and using child themes safely.
- Basic CSS and simple customisations without breaking the site.
- Adding custom code (header, footer, functions) and best practices.
- Integrating branding: logos, colours, fonts, and custom favicon.

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# COURSE CONTENTS

## MODULE 9: SECURITY, PERFORMANCE AND MAINTENANCE

- Core security measures: backups, firewalls, anti-spam, updates
- Speed optimisation: caching, image compression, lazy loading, CDN
- Troubleshooting errors, plugin conflicts, and theme issues
- Creating a regular maintenance and update routine

## MODULE 10: SEO, ANALYTICS AND WEBSITE LAUNCH

- Planning a logical and user-friendly site architecture.
- Advanced navigation: breadcrumbs, mega menus, sticky navigation, mobile menus.
- Widgets, sidebars, and dynamic content areas.
- Best practices for user experience and accessibility (WCAG basics).

## MODULE 11: CAPSTONE PROJECT - BUILDING A PROFESSIONAL WEBSITE

- Planning and designing a complete WordPress website (e.g. business, portfolio, blog, e-commerce)
- Applying all modules: content, design, security, SEO, integrations, etc.
- Presentation and live demonstration of the project
- Group feedback, reflection, and recommendations for improvement.

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