

How to Build Your Own Online Business with WordPress

Modality: On Demand

Duration: 4 Hours

In this course, you will begin by learning how to build your own website with no experience and no coding required using WordPress. You learn how to optimize your site for search engines so you can actually be found online. I will also show you some great free WordPress plugins that will make your website stand out from the crowd and free web apps you can add to your site that will super charge your business.

Along the way you will be learning all the essentials of running an online business from creating e-mail addresses, creating multiple websites, creating site maps, working with your website's files and using free accounting software.

What Kinds of Websites Can I Build?

Any kind you want. You can build e-Commerce sites, blogs, company websites, subscription sites, affiliate sites and more. In the course, you can follow along with me as I show you how I built my latest and greatest e-Commerce website. You will learn so much about how to build websites using WordPress that you will even be able to build websites for other people as a business!

Course Outline:

Introduction to the Course

- Changing the Look and Feel Of Your Site
- Setting Up Your Site Navigation
- Adding Content To Your Site
- Introduction to Plugins
- Advanced Website Development
- Business e-Mail Accounts
- Integrating e-Commerce with PayPal
- Advanced WordPress Plugins
- Setting Up Google Analytics
- Optimizing Your Site for Search Engines
- Turbo Charge Your Online Business