

# **How to Build Your Own Online Business with WordPress**

**Modality: On Demand**

**Duration: 4 Hours**

This course sheds light on various aspects related to Wordpress based functions like creation of websites and emails among others that can benefit an online business.

## **About the Course:**

For those who want to build Wordpress based websites, this course is extremely beneficial as it will tackle this learning aspect for those professionals who don't know how to undertake any sort of coding.

On top of this, SEO optimization will also be a key aspect of this course so that the sites that candidates build, have a good standing on search engines.

WordPress based plugins that allow website to gain additional functionalities, will also be taught in this course. Candidates will get to know how they can integrate web apps on their WordPress sites.

This course is online business centric, implying that the elements covered in this course will help such a business scale and grow through incorporating site maps, utilizing accounting software, customized email address management and more.

After you are done with this course, you will be able to build all kinds of WordPress based sites including blogs, subscription or affiliate model based sites and more.

The instructor will provide real life examples of a WordPress site that he is currently working on and where has already implemented all of his skills related to WordPress that he will be teaching in this course.

This course is as suitable for candidates looking to develop websites for their own businesses as it is to those who intend to build websites to sell to other businesses.

## **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