



- Learn how to:
- Sign up for a WordPress.com account
 - Personalize their profile
 - Enable social sharing links & buttons
 - Start posting right away
 - Add the images & videos
 - Optimize for mobile browsing
 - Use custom themes, widgets, and menus

DAY 1:

Content Management

- What is Content Management? Website vs. Blog.
- What is the difference between WordPress, WordPress.com, and WordPress.org?

WordPress.com

- Setting up an account
- User Experience (front-end)
- Creating your first post
- Your WordPress.com site on the Web
- Using the Dashboard (backend)

Posts

- Posts vs. pages
- Ways to create a post
- Defining post formats/types
- Advanced text formatting
- Adding links
- Categories and tags
- Versioning with Revisions
- Publishing times, metadata
- Excerpts & the more tag

Pages

- Creating a page
- Creating a contact page with a contact form
- Nested pages

DAY 2:

Media

- Adding images
- Image gallery
- Featured Image
- Adding images from external sources
- Embed media from YouTube, etc.

Settings

- Site settings
- Reading settings
- Sharing buttons & social links
- Comments & spam

Profiles

- Personal settings
- Users & types

DAY 3:

Themes

- Selecting a theme
- Using the Theme Customizer
- Front page type (posts summary or static page)
- Widgets
- Custom menus
- Mobile optimization (responsive vs. 2nd theme)

Bonus (time permitting)

Available in Advanced WP

- Advanced Plug-ins & Social Media integration
- Commercial Themes & hosting
- Exporting and importing in WordPress.com
- WordPress.com vs. full-hosting