

# Advanced WordPress and Custom Theme Development

Duration: 2 Days

## Objectives

This course builds on our Fundamentals course and shows delegates how to take advantage of further and more advanced features of WordPress. It includes theme development and customisation, taking advantage of plug-ins, integrating social media how to optimise your WordPress site for search engine discovery.

## Pre-requisites

Delegates should have a basic understanding of WordPress.

## Course includes

A comprehensive set of reference notes covering course topics, follow-up telephone support and lunch and refreshments.

## Course Outline

Using WordPress as a CMS

- Setting the homepage
- Switching off the blog functionality
- Switching off comments
- Hiding pages from navigation
- Using custom page templates

Customising and Building Themes and Templates

- Converting HTML into WordPress format
- Creating WordPress themes from HTML templates
- Creating navigation menus
- Using WordPress tags
- Creating custom themes

Adding Custom Fields and Panels

- Setting up panels
- Adding custom fields
- Displaying the fields

Customising Navigation

- Installing horizontal navigation
- Using Dropdown navigation
- How to keep the pages highlighted

Installing useful Plug-Ins

- What are Plug-ins?
- Changing user roles

- Displaying post lists
- Using forms
- Image galleries and slideshows

#### WordPress and SEO

- Refining the standard settings in WordPress for SEO
- Permalinks and Sitemaps in more depth
- The best SEO plug-ins
- Setting up Google Analytics
- Affiliate networks and partner sites

#### WordPress and Social Media

- Integrating Facebook, Twitter and LinkedIn into WordPress
- Custom profile filters for user registration
- The art of moderating users
- Walled gardens and private networks
- Integration with Flickr and other photo sites