

WSQ WordPress Ecommerce Essential



COURSE DURATION

16 Hrs



COURSE REFERENCE NO.

TGS-2021003025



MODE OF TRAINING

Classroom



FUNDING VALIDITY

Till 6 Mar 2027

WordPress is a free, open-source content management system (CMS) used by more than 60 million websites, written in PHP and paired with a MySQL or MariaDB database. Features include a plugin architecture and a template system, referred to within WordPress as Themes. WordPress was originally created as a blog-publishing system but has evolved to support other types of web content including online stores. This intensive 2-day WordPress Ecommerce course will equip learners with practical WordPress building methodology and strategies, and it covers the fundamentals of WordPress ecommerce, from creating pages, creating posts, to selecting and installing plugins.

Course Objectives

By the end of this course, learners will be able to:

- Examine the user experience components to build a WordPress store
- Analyse the legal requirements and guidelines to create WordPress store
- Develop implementation plans in accordance to the WordPress store marketing activities
- Evaluate the technical and user experience of the WordPress website

Who Is This Course For

- The job role(s)/occupations that this unit would be relevant to may include all occupations in all industries. Some example are Sales and Marketing, Business Development.

FULL FEE

\$700

(Subject to 9% GST)

NETT FEE AFTER FUNDING

\$273

SME OR Singaporean age 40 and above (inclu.GST)
70% Course Fee Funded

\$413

Non-SME OR Singaporean age 21 to 39 OR Singapore PR
(inclu.GST)
50% Course Fee Funded

Subsidies Available

Individual

SkillsFuture Credit
UTAP
PSEA



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Website

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Course Content

1. WordPress Store Complete Configuration Settings

Introduction of WordPress Content Management System

Configure WordPress Site Setting

Manage WordPress Plugins

Manage WordPress Themes

2. WordPress Website Design & Legal Requirement Guideline

Copyright and IP legislation

Terms of Service and Privacy Policy

3. Develop Implementation Plans For WordPress Store

Marketing

Manage Posts and Pages

Manage Categories and Tags

Manage Menu

Create schedule for content

SEO for WordPress

4. Evaluate WordPress Website To Establish Metrics On

Technical And User Experiences

Google Analytics for WordPress



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