Free Wordpress Web Design Class

About Wordpress
- Wordpress.com vs Wordpress.org

Wordpress At A Glance
- Simple and Direct Designs
- Advanced Designs and Complex Features

How Do I Get Started?
- How to install Wordpress
- Configuring Wordpress
- Using Wordpress

What Does My Website Need To Succeed?
- Visually appealing design
- Easy navigation
- Accessibility

Now That I Know What My Site Needs, How Do I Do It?

- **How to customize Wordpress**
  - Themes
  - Plugins

- **Common Wordpress enhancements**
  - Contact forms
  - Picture galleries
  - E-commerce
  - Social media like buttons
  - Security
  - SEO

SEO (search engine optimization)

- How to Start Optimizing A Wordpress Website
- How to Continue Optimizing A Wordpress Website
- Proper on-going SEO is not cheap for a reason
- Google Analytics vs Google Webmaster Tools
- Be Patient, Talk, Be Social, Get Press
  - Build credibility
  - Get featured
  - Be patient and don't try to game the system
  - Don't try to game the system

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