**Course Content**

1. Getting to Know WordPress

   a. What is WordPress?
   b. WordPress.org vs. WordPress.com
   c. How WordPress works
   d. Installing and running WordPress
   e. Accessing your WordPress site
   f. Getting to Know the WordPress Dashboard
   g. Setup Your Profile

2. Creating Content with WordPress
   a. WordPress Posts vs. Pages: When To Use Each
   b. How to Write a Post in WordPress
   c. How to Manage and Edit WordPress Posts
   d. Using Post Formats
   e. Publish Your Post
   f. How to Write a WordPress Page
   g. Manage and Edit WordPress Pages
   h. Protecting Your Work
   i. Everything You Need to Know About WordPress SEO
   j. What is the difference between categories and tags?
   k. Using categories and tags and revisions

3. How to publish images and video
   a. Inserting and embedding media – images, video, audio
   b. How to Use the WordPress Media Library
   c. Add Images to a Post
   d. Create a Photo Gallery
   e. Add Audio and Video to Posts
   f. Add a PDF Download
   g. Add an Image Gallery to Your Sidebar

4. Organizing the Content on Your Blog
   a. WordPress is a content management system
   b. Navigating the admin panel
   c. Using the Media Grid
   d. Using attachment pages

5. Changing the Appearance of Your Site
   a. Separation of style and content
   b. What are themes and how do they work?
   c. Introducing the Customizer
   d. Previewing, installing, and changing themes
   e. Customizing your theme
   f. Understanding how to make user-friendly navigation
   g. Creating and customizing menus
   h. Using widgets
   i. Combining custom menus and widgets

j. Changing what the home page displays
k. Getting and installing third-party themes
l. Creating your own plugins

6. How to add functionality to your site with WordPress plugins
    a. What are plugins and how do they work?
    b. Finding, vetting, and selecting plugins
    c. 5 top WordPress plugins and what they do
    d. Installing, activating, and upgrading plugins
    e. Creating your own plugins

7. Users and User Profiles
    a. How WordPress handles users
    b. Editing your user profile
    c. Creating your gravatar profile
    d. Understanding WordPress's user roles and capabilities
    e. Adding and managing users

8. Configuring Settings

    a. WordPress General Settings
    b. WordPress Writing Settings
    c. WordPress Reading Settings
    d. WordPress Discussion Settings
    e. WordPress Media Settings
    f. How to Use WordPress Permalinks

9. Getting, and Interacting with, Readers
    a. Setting up your site for discussions (comments)
    b. Managing comments and spam
    c. Getting new readers through social sharing
    d. Managing WordPress on the back end

10. Maintenance and Security
    a. How to make sure your WordPress website is secure
    b. How to back up your WordPress website
    c. Keeping up to date
    d. Security through hosting, plugins, and third-party services
    e. What to do when something goes wrong, aka resolving the white screen of death
    f. Moving content from one WordPress site to another
    g. Going further with WordPress