Manage your website with confidence.

Learn WordPress. Achieve your goals.

Emily Journey
Founder, CEO

☎ (844) 972-6224   🌐 www.emilyjourney.com

EMILY JOURNEY & ASSOCIATES
SINCE
EJ&A
2012
WEBSITE CONSULTANTS

Customized WordPress Training

Live Virtual Training

$1997.00

1-on-1 training only

Training for 2 to 3 people

$1297.00

/person

Travel fee may apply

Training for 4 to 6 people

$997.00

/person

Travel fee may apply

Class size limited to **6 participants**

AFTER TRAINING

For 60 days after training, you receive continued support and advice by phone, email, and Zoom—at no additional charge. We want your training experience to be a success!

Scope of WordPress Training

Below is a general syllabus. Your training experience may be more advanced or different based upon your specific needs and each participant's skill level.

This course is comprehensive and requires only two 4-hour sessions.

WordPress Security

Keeping your website secure is important but not difficult. Learn the steps you need to take to protect your online assets. We will cover security at the levels of your domain, hosting, and WordPress dashboard.

WordPress Components

It's important to communicate effectively with web developers, IT departments, and colleagues when discussing your website. Get an overview of the basic WordPress structure common to every WordPress website. This foundation is also important for communicating effectively throughout the training process.

General Website Navigation

How to structure your website in a user friendly way—resulting in better engagement.

WordPress Settings

An important but often overlooked foundation to every WordPress website. WordPress settings are global and affect your website as a whole—often in dramatic ways.

Adding Pages and Posts

Learn how pages and posts are similar and different. When to create a post instead of a page? Time will be spent practicing creating posts and pages if needed.

Media Management

Add images, graphics, galleries, and video to posts and pages. How to make a clickable button. Adding special touches with simple image editing.

Integrating a Blog

Create a category based blog structure and control exactly what blog content is visible to specific types of website visitors. Learn why a blog is so important to modern websites and why more businesses are integrating blogs to build a following, increase credibility, and attract online visitors.

Blog Strategy and Web Writing

Identify keywords, titles, and web writing to optimize your websites for search engines (SEO).

SEO Targeting

Clarify your SEO keyword phrases based upon targeted geographic locations, products, and services.

Problem Troubleshooting

If you don't know what to look for, then it can be hard to know where to start when your website has a problem. Learn how to troubleshoot problems efficiently using a step-by-step process of analysis and testing.

WordPress Plugins

It is important to make good decisions about plugins. We'll teach you how. We will evaluate the plugins currently installed on your company website. Learn how to research and install plugins safely.

Managing Your Main Menu /Main Navigation

This important part of every website can easily get out of hand and be confusing. We will look closely at your existing website menus and learn how to modify them to your liking.

Theme Builders

Divi, Elementor, Avada Fusion, WP Bakery, and more! No matter what building blocks your website uses, we'll help you understand how to edit and build out sections of your website with confidence.

eCommerce Management

Get hands-on with your ecommerce website. Learn to configure shipping, coupons, and product variations. Follow best practices for shop navigation, category structure, and user experience to increase sales.