MCTA

Marketing Courses Training Academy

THINK DIGITAL. GO DIGITAL.

WORDPRESS WEBSITE DESIGN
PROGRAM

6
Hours
of Learning

Advanced
Training
on WordPress
Platform

1
Certification of
Completion

Website Planning, Creation & Blog Management

- Introduction to Domain, Hosting & CMS

- Understanding the Dashboard

- Publishing Content on the website

  1. Text vs Visual Editor
  2. What are Permalinks
  3. Adding Images to Content
  4. Embed YouTube Videos on the website
  5. Adding Featured Image to content
  6. Scheduling content for website / blog

- Adding structure to the Website

  1. Adding a Navigation bar
  2. Defining the look and feel using themes
  3. Adding sections to the website
  4. Utilising the Sidebar & Footer areas of
     the websites

- How to convert Website Traffic to Leads or Social Media Followers

- Adding a Carousel to the website

- Techniques to organise content

- Generate User Access to the website

- Blog Management

  1. Difference between a Blog and a Website
  2. How to integrate Blog Section with Website
  3. Choosing the Right Niche
  4. Auto-posting blog content to multiple social media platforms
  5. Analysing Revenue Opportunities

Start a Rewarding Career with

MCTA'S DIGITAL MARKETING PROGRAMS

Schedule a Counselling Session
with our expert

📞 98218 99890   ✉️ info@mcta.co.in   🌐 www.mcta.co.in

OR visit any of our below mentioned
training centers :

GHATKOPAR

602, G Square,
Jawahar Road,
Next to BMC 'N' Ward,
Above Kalyan Jewellers,
Near Ghatkopar Station,
Ghatkopar (E),
PIN - 400077.

ANDHERI

A1 –301, Vertex Vikas Building,
Next to Metro Station
Gate Exit # 4, Court Lane,
Above A to Z Digital Prints,
Opposite Railway Station,
Andheri (East),
PIN - 400069.

VASHI

1004, Tenth Floor,
Haware Infotech Park,
Sector 30A, Plot No. 39,
Near Inorbit Mall,
Vashi, Navi Mumbai,
PIN - 400703.