We Rock WP | WordPress Workshop Overview

Daniel Bisett and Tricia Ulberg are "rockstars" of web design! Taking their WordPress workshop was transformational. Instruction was thorough and informative.

The skills I acquired paid immediate dividends in my pursuit of a digital marketing career. After taking the workshop and completing the class website, I secured an internship; in 4 months, my first web design contracting engagement; and then within 8 months, a full-time position as a Web Design and Development Specialist.

Christopher Tucker | Former Student

We've researched the competition, and we've filled the gap. While there are many other WordPress courses and workshops you could consider, ours is the best live, deep-dive, fully instructor-led option. We don't just teach you the basics of WordPress. We teach you how to become a WordPress web designer.

We offer a deep dive into what is truly possible in WordPress. Our workshops are live, hands-on, and robust. Unlike other courses we've seen, we don't stop at simply teaching you how to customize a theme— you'll also learn how to turn it into a truly unique website experience. We equip you with knowledge of best UX/UI practices, the latest and greatest tools, themes, plugins, and SEO to help your website perform at a high level. After completing our workshop and the class website, you'll have the knowledge, tools, and support to continue developing your skills.

Who Is This Program For?

Are you interested in learning web design, want to start a freelance business or get a job as a WordPress web designer? Our workshop is a great choice because it provides an opportunity to learn WordPress.org in a live, hands-on workshop and includes a professional theme + other tools to get you started.

An aspiring web designer who wants to freelance or start a side-hustle

An entrepreneur or business owner who wants to grow a web design or digital marketing business

A current graphic designer or digital marketer who wants to advance their career and/or get a job as a web designer

What You'll Learn

→ **WordPress.org.** It's the perfect platform for beginners, and with some practice (and our course!) you can be come an advanced WordPress web designer for your clients or your business.

→ **Performance, speed, and SEO**. Creating a beautiful website is just the first step. It must also function at a high-level to show up on the first page in a Google search and keep people on your site.

→ **Plugins and forms.** With the vast array of WordPress plugins available, it's difficult to know which to use, or how they could potentially affect the performance of your website. We'll teach you about our favorite plugins and how to properly use them.

→ **Slide shows, video, and special effects.** You'll learn how to add a little (tasteful) pizazz to your website.

→ **UX/UI design and graphics.** Though this isn't a graphic design course, you'll learn the basics of wireframing, using a Figma prototype, layout, WordPress style guide customization, and how to resize, color correct, and save photographs and images in the right formats (using Canva or Photoshop).

→ **Blogs, posts and pages.** WordPress started out as a blogging platform. You'll learn how to configure a blog for your website, how to customize the feed, and the difference between creating pages vs. posts.

→ **Hosting, security, and domains.** Working with hosting providers can be challenging. We'll teach you how to properly set up your hosting and security settings.

Live, Hands-On Workshop

In our WordPress workshop, you will be introduced to the fundamentals and more advanced features of building websites in WordPress & GeneratePress paired with the tools you need to get started. This is a hands-on workshop, and you are welcome to build along with the instructor during class, or build your website after class with the help of the class recording, instruction manual, networking and support.

Workshops will be taught via Zoom. A reliable computer, camera, microphone, and internet connection are required for the workshop.

DID YOU KNOW? Overall employment of web designers is projected to grow 23 percent from 2021 to 2031, much faster than the average for all occupations.

Workshop Curriculum

Below is a basic overview of our workshop curriculum and the topics we'll be covering in class. For more detail and FAQ, visit our website at **www.werockwp.academy**.

Module 1: Overview/WordPress & Theme Setup
You'll be given a hosted staging environment to start your work.

Module 2: Customizing Your Layout
You will practice using containers to create a home page layout.

Module 3: Plugin Configuration & Website Customization
You will install plugins needed for your website.

Module 4: Blog Customization & Content
You will be learning how to create a unique blog page layout for your website.

Module 5: Website Forms, Newsletter Signups, Contact & Forms
You'll be learning how to create website forms and how to style them with CSS.

Module 6: Website Content Pages
You will focus on designing additional content pages for your website.

Module 7: Animation, Video, & Special Effects
You will learn enhance your website with video, animations and special effects.

Module 8: Mobile Optimization
You will learn how to adjust your website layout for mobile and tablet.

Module 9: Website SEO & Google Analytics
You will focus on how to optimize your website with SEO best practices.

Module 10: Website Performance, Domains, & Hosting
You will learn about optimizing your website for speed, and hosting & staging options.
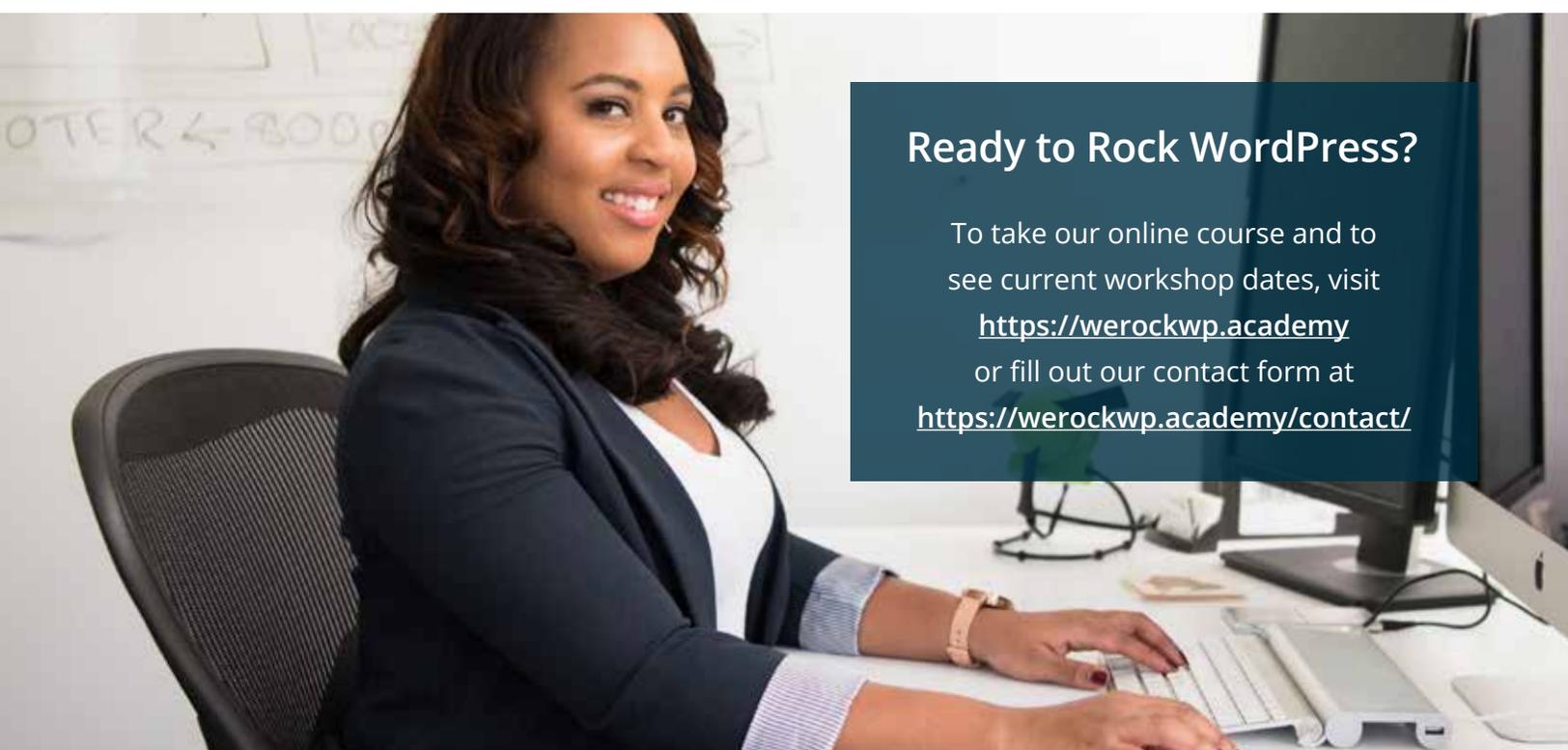
What Our Students Are Saying

" If you are looking to get into web design or web development and are looking for a course, look no further. I took the We Rock DM web development cohort, and couldn't have left with more experience. Daniel and Tricia, the instructors, are the real deal. They will walk you down every step of how to design and build a web site from the ground up and how to make it live. The same amount of knowledge as a web development bootcamp in a major university at a fraction of the cost and the best instructors you could ask for.

Amin Siman

" Daniel and Tricia walk through individual student questions within the class so everyone benefits and can refer questions in the class recordings later if needed. They've successfully cultivated a learning environment in which no one feels silly for asking questions or asking for help. Bits of the course also included learning actual CSS coding to supplement the WordPress functionality, which was super cool! They provide many additional resources to assist with understanding and practicing concepts and leave students with an e-book recapping the skills and tools leveraged for future reference. In just a few weeks they've empowered me to build incredible, functional, and beautiful websites. I would recommend their courses to ANYONE who wants to learn more about WordPress web development or needs help building a website of their own!

Alyssa Lanpher

Ready to Rock WordPress?

To take our online course and to see current workshop dates, visit **https://werockwp.academy** or fill out our contact form at **https://werockwp.academy/contact/**