



@ASK Training
Attitude | Skills | Knowledge



SINGAPORE
WORKFORCE SKILLS
QUALIFICATIONS



2-DAYS WSQ WORDPRESS WEBSITE CREATION COURSE

Learn How to Create a WordPress Website from Start to Finish and Elevate Your Online Presence



Course Duration

2 Days

8.30 AM - 6.30 PM



Course Fee

From **\$125.48** (inclusive of GST)
after **90% SkillsFuture Funding**



Mode of Delivery

Face-to-Face Classroom or
Online-Based Classroom (Zoom)



This course is accredited by SkillsFuture
Singapore under the WSQ Skills Framework
Course Code: TGS-2023020893



Who Should Attend

This course is suitable for marketing professionals, managers, administrative personnel, freelancers, graphic designers, content creators, web developers, and anyone interested in learning how to build and manage a WordPress website.

@ASK Training is a **Private Education Institution (PEI)** accredited by the Ministry of Education and is a **Continuing Education and Training (CET) Centre**, offering a diverse range of WSQ Digital Marketing Courses with up to 90% funding and Career Advisory and Resources Support Programme.



Minimum Entry Requirements

To enrol in this WSQ WordPress Website Creation Course, you should possess the following:

- 1 GCE 'O' level or equivalent (≥ 21 years old); or
- NITEC/Higher NITEC (≥ 21 years old); or
- Mature candidates (≥ 30 years old with 8 years of work experience); or
- Candidates with other qualifications will be considered on a case-by-case basis

You will need basic computer skills. While optional, having a basic understanding of sales and marketing concepts would be beneficial.

COURSE DESCRIPTION

In a thriving market like Singapore, learning how to build and manage a website is an essential skill to add to the list of digital marketing skills. A website acts as your business' storefront and is essential for you to establish your online presence, increase your brand visibility, and allows you to reach and engage with a wider audience.

WordPress has evolved from a simple blogging tool into one of the most popular and versatile content management systems in the world, powering websites, from personal blogs to major news outlets and e-commerce platforms. This transformation showcases the adaptability of WordPress and has changed the way people build and manage websites.

This 2-Day WordPress course will equip you with the capabilities for website creation and website design. You'll learn to develop your very own website from scratch, focusing on key aspects like domain hosting, SEO, and digital marketing integration – perfect for anyone who is looking to establish a strong online presence, whether for business or personal use.

This WordPress training course also includes practical, project-based learning to apply your skills in real-world scenarios, along with skills in design, functionality, and effective communication.

COURSE HIGHLIGHTS

Learning Outcomes:

- Create a WordPress Website design blueprint that meets the business and user requirements.
- Review and recommend appropriate standards, methods and tools for the design of WordPress website, in line with the organisation's practice and design principles.
- Customise a WordPress theme, including configuring plugins for digital marketing addressing the business and user needs.
- Examine the trade-offs resulting from the integration of different elements into the design and analyse how these trade-offs influence the overall functionality, interoperability, efficiency, and costs of WordPress website creation.
- Plan, document, and communicate the design and functionality effectively, aligning with the project's goals and audience needs.

COURSE **OUTLINE**

▶ **WordPress Website Planning and Setup**

- Introduction to WordPress as a content management system
- Domain and Hosting Setup
- Understanding WordPress (pros and cons of WordPress)
- Website Planning
- Installing and Configuring WordPress

▶ **Development and Digital Marketing Integration**

- Navigating the WordPress Dashboard
- Customising Your Website
- Essential Plugins for Digital Marketing
- SEO for WordPress
- Social Media Integration
- Email Marketing Integration
- Analytics and Conversion Tracking
- Website Launch and Ongoing Maintenance

▶ **Design Documentation – WordPress Website**

- The Role of Design Documentation
- Essential components of design documentation for a WordPress website project

▶ **Assessment Component**

- Written Assessment – Case Study
- Individual Project Presentation

COURSE FEES & FUNDING

Self-Sponsored	Course Fee before Subsidy and GST	Eligible Funding	Nett Fees Payable incl. 9% GST
<p>Singapore Citizens 40 years old and above</p> <hr/> <p>Singapore Citizens, Singapore Permanent Residents and/or Long Term Visitor Pass Plus Holders (LTVP+) 21 years old and above</p>	<p>S\$988.00</p>	<p>90% SkillsFuture Funding</p> <hr/> <p>70% SkillsFuture Funding</p>	<p>S\$125.48</p> <hr/> <p>S\$323.08</p>
<p>Company-Sponsored</p>		<p>Course Fee before Subsidy and GST</p>	<p>Eligible Funding</p>
<p>Small-to-Medium Enterprise (SME) Singaporean Citizens, PRs or LTVP+ Holders 21 years old and above</p> <hr/> <p>Non-SME Singaporean Citizens, PRs or LTVP+ Holders ≥ 21 years old</p> <hr/> <p>Non-SME Singapore Citizens 40 years old and above</p>	<p>S\$988.00</p>	<p>90% SkillsFuture Funding</p> <hr/> <p>70% SkillsFuture Funding</p> <hr/> <p>90% SkillsFuture Funding</p>	<p>S\$125.48</p> <hr/> <p>S\$323.08</p> <hr/> <p>S\$125.48</p>

For more detailed funding information, visit asktraining.com.sg/course-fundings/

up to
90%
SkillsFuture
Funding

E- CERTIFICATION

A **SkillsFuture WSQ Statement of Attainment (SOA)** under the Skills Framework TSC and Certification of Completion by ASK Training will be awarded to candidates who have demonstrated competency in the WSQ WordPress Website Creation Assessment and achieved at least 75% attendance.

VISIT OUR WEBSITE

WSQ WORDPRESS WEBSITE CREATION COURSE

Course Code: TGS-2023020893

<https://asktraining.com.sg/digital-marketing-courses/wsq-wordpress-website-creation-course/>

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Speak to a Course Consultant

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