



@ASK Training
Attitude | Skills | Knowledge



(24 HRS)

WORDPRESS WEBSITE CREATION

Course Synopsis

In today's digital economy, your website is the foundation of your online presence. While platforms like Facebook, Instagram, and TikTok are widely used, they are rented spaces where accounts can be restricted and algorithms can change. A website is the only digital asset you fully own, making it the core of any digital marketing strategy.

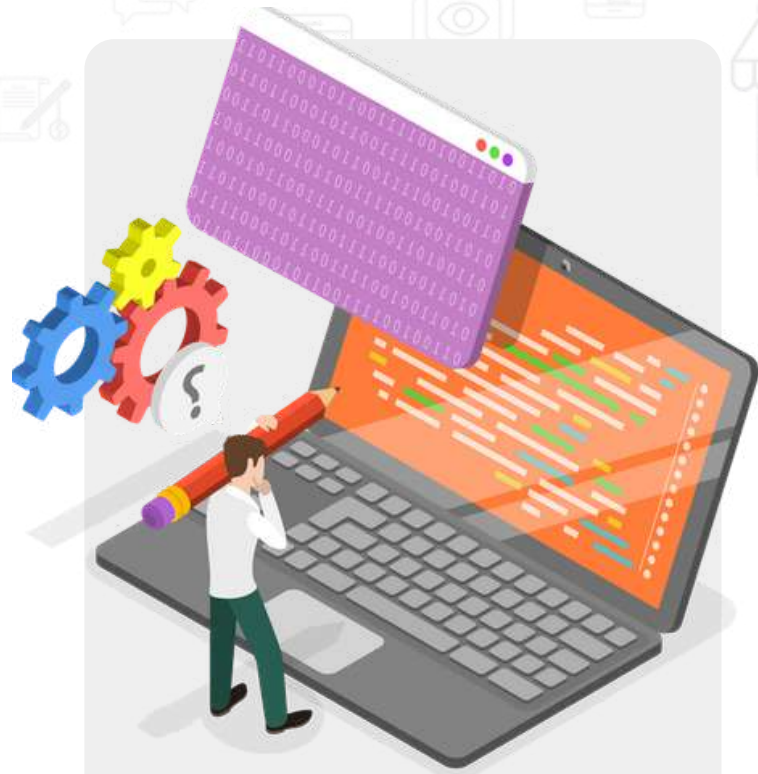
A well-designed website acts as your digital headquarters — building credibility, strengthening your brand, and serving as the central hub for traffic from all marketing channels. Whether you're growing a personal brand, running a business, or showcasing a portfolio, a professional website helps you **earn trust, capture leads, and convert visitors**.

This course teaches you how to build websites using WordPress, the world's most widely used content management system. WordPress now powers business sites, portfolios, membership platforms, and full e-commerce stores thanks to its flexibility and extensive ecosystem of themes and plugins.

You will learn how to plan, design, and build your own professional website while understanding essential digital marketing elements such as **domain setup, hosting, user-friendly design, SEO, and tool integration**.

Through hands-on, project-based learning, you will create a **fully functional website**. Whether you're an entrepreneur, marketer, freelancer, or professional, this course will equip you with practical skills to build and manage a website that becomes the core asset of your online presence.

Course Code: TGS-2026064600



Prerequisites

Language:

- Attained at least WPLN Level 6 OR
- Obtained Grade C6 for GCE O-Level English OR
- Other equivalent qualifications

Academic:

- Obtained at least a pass or C6 at GCE O-Level in at least 3 subjects OR
- Candidates with other qualifications will be considered on a case-by-case basis OR
- Mature candidates (≥ 30 years old) with 8 years of relevant working experience

Total Training Hours:

- 24-hour training course including a 2-hour assessment
- Written Assessment

Learning Units



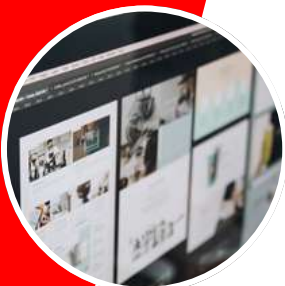
Learning Unit 1

WordPress Website Planning and Setup



Learning Unit 2

Development and Digital Marketing Integration



Learning Unit 3

Design Documentation -
WordPress Website

Course Objectives

By the end of this course, learners should be able to:

- ✓ 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.



Programme Fee

S\$1,493.30

(inclusive of
9% GST)

PROGRAMME FEE AFTER ELIGIBLE SWDA SUBSIDIES:

From **S\$173.99**

(inclusive of 9% GST) after 90% SWDA Subsidies

 Self-Sponsored	Course Fee before Subsidy and GST	Eligible Funding	Nett Fees Payable incl. 9% GST
Singapore Citizens ≥ 40 years old	S\$1,370.00	90% SkillsFuture Funding	S\$173.99
Singapore Citizens, PRs or LTVP+ Holders ≥ 21 years old		70% SkillsFuture Funding	S\$447.99

SkillsFuture Credits can be used on top of existing subsidies

 Company-Sponsored	Course Fee before Subsidy and GST	Eligible Funding	Nett Fees Payable incl. 9% GST
Small-to-Medium Enterprise (SME) Singaporean Citizens, PRs or LTVP+ Holders ≥ 21 years old	S\$1,370.00	90% SkillsFuture Funding	S\$173.99
Non-SME Singaporean Citizens, PRs or LTVP+ Holders ≥ 21 years old		70% SkillsFuture Funding	S\$447.99
Non-SME Singaporean Citizens ≥ 40 years old		90% SkillsFuture Funding	S\$173.99

Singapore Citizens 21 years old and above who meet special criteria* may be eligible for Additional Course Fee Funding Support (AFS) of 95% Subsidy. AFS is only eligible for SkillsFuture Career Transition Programme applicants.

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