

WordPress for Business: Build & Optimize Your Website

Master WordPress design, SEO, and development to create professional websites that drive business growth. For entrepreneurs and small businesses.

Web & Mobile Design

Instructor: Eldon Reinhold • 5 sections • 51 lessons • 16.00h total

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About this course

Building a website that effectively represents your business can be daunting, especially with so many options available. WordPress is a powerful platform, but without proper guidance, it's easy to feel overwhelmed by design, content, and technical details. This course breaks down the process into clear, manageable steps.

You'll learn how to set up, design, optimize, and manage a WordPress site from start to finish. The content includes video lessons, real-world case studies, and practical exercises focused on SEO, responsive design, and functionality. By the end, you'll have the skills to create a website that performs well in search engines and engages your audience.

Course curriculum

Introduction to WordPress Fundamentals

- **Why WordPress is the Go-To Platform for Modern Websites (10m)**
Explore the benefits of WordPress for business and personal sites, with insights into current web design trends.
- **Choosing and Registering Your Domain Name (12m)**
A step-by-step guide to selecting a domain that aligns with your brand and supports SEO goals.
- **Selecting a Reliable Hosting Provider for WordPress (15m)**
Compare hosting options and set up your account to ensure fast load times and uptime.
- **Installing WordPress Quickly and Easily (18m)**
Walkthrough of the one-click installation process and initial configuration for a smooth start.
- **Getting Familiar with the WordPress Dashboard (20m)**
Tour the dashboard interface, including key menus and tools for managing your site.
- **Creating and Managing Pages and Posts (25m)**
Hands-on practice with content types, publishing, and organizing your site's structure.
- **Uploading and Managing Media Files (22m)**
Learn how to handle images, videos, and documents effectively for better performance.
- **Basic Site Configuration and Settings (15m)**
Set permalinks, reading settings, and other foundational options to prepare your site.

Designing a Professional Website with Themes and Customization

- **What Makes a Theme Suitable for 2026 Design Standards (12m)**
Criteria for choosing responsive, fast-loading themes that match modern aesthetics.
- **Installing and Activating a Modern Theme (15m)**
Step-by-step theme installation and activation to get your site looking polished.
- **Exploring the WordPress Customizer for Live Changes (20m)**
Use the Customizer to adjust site identity, colors, and menus with real-time previews.
- **Mastering the Block Editor for Page Layouts (25m)**
Build professional layouts using blocks and patterns for a cohesive design.
- **Implementing Branding Elements: Logo and Colors (18m)**
Add your logo and set a color scheme that reflects your brand identity.
- **Typography Best Practices for Readability (15m)**
Choose and pair fonts to improve both visual impact and legibility.
- **Creating Custom Headers and Footers (22m)**
Design navigation and footer sections to enhance user experience and branding.
- **Using Widgets and Sidebars Effectively (12m)**
Place widgets to add functionality and improve content flow on your site.
- **Ensuring Mobile Responsiveness Across Devices (20m)**
Test and adjust designs to provide a seamless experience on all screen sizes.

- **Applying Design Consistency Across All Pages (18m)**
Maintain a cohesive look throughout your website for a professional appearance.

Content Creation and On-Page SEO Essentials

- **Crafting Engaging Content That Converts (20m)**
Write compelling copy for pages and posts that resonates with your target audience.
- **Optimizing Media for Faster Load Times and SEO (15m)**
Compress images and add alt text to improve site speed and search visibility.
- **Structuring Content with Headings and Paragraphs (18m)**
Use heading tags correctly to improve both readability and search engine crawling.
- **Adding and Formatting Links for User Navigation (12m)**
Implement internal and external linking strategies to guide visitors and boost SEO.
- **Introduction to On-Page SEO: Meta Titles and Descriptions (22m)**
Write optimized meta tags to increase click-through rates from search results.
- **Using SEO Plugins to Simplify Optimization (25m)**
Set up and configure a popular SEO plugin for ongoing content guidance.
- **Basic Keyword Research for Your Niche (20m)**
Find relevant keywords and learn how to integrate them naturally into your content.
- **Creating SEO-Friendly URLs and Permalinks (15m)**
Configure permalinks to include keywords and be easy for users to understand.

Enhancing Functionality with Plugins and Development Basics

- **Understanding WordPress Plugins and How to Choose Them (18m)**
Criteria for selecting reliable plugins that add value without slowing your site.
- **Installing Essential Plugins for Contact Forms and Security (20m)**
Set up contact forms and basic security measures to protect your site and engage visitors.
- **Improving Site Performance with Caching Plugins (22m)**
Implement caching to reduce load times and provide a better user experience.
- **Backup Solutions: Protecting Your Website Data (15m)**
Schedule regular backups to prevent data loss and ensure business continuity.
- **Introduction to Child Themes for Safe Customization (25m)**
Learn why and how to create a child theme to make changes without risking updates.
- **Basic CSS Edits for Visual Tweaks (20m)**
Simple CSS changes to adjust colors, spacing, and fonts for a personalized look.
- **HTML Fundamentals for Content Customization (18m)**
Use HTML in the editor for advanced content formatting and layout control.
- **Using the WordPress Customizer for Advanced Options (22m)**
Explore additional customizer settings to create unique design elements.
- **Integrating Social Media and Sharing Tools (15m)**
Add social icons and sharing buttons to increase engagement and reach.
- **Setting Up Email Marketing Integrations (20m)**
Connect your site to email services for effective lead capture and communication.

- **Overview of WordPress Development Workflows in 2026 (25m)**
Tools and practices for modern WordPress development, including version control and testing.
- **Testing and Debugging Your Customizations (18m)**
Ensure changes work correctly across browsers and devices for a reliable user experience.

Advanced Optimization and Business Growth Strategies

- **Performance Tuning for High Traffic Sites (25m)**
Optimize database, images, and code to handle increased visitor numbers smoothly.
- **Advanced Caching Techniques and CDN Integration (22m)**
Use content delivery networks to serve content faster to a global audience.
- **Security Hardening for Business Websites (20m)**
Implement advanced security plugins and practices to protect sensitive data.
- **Setting Up an Online Store with WooCommerce (30m)**
Step-by-step guide to adding e-commerce functionality for selling products or services.
- **Integrating Analytics Tools to Track Visitor Behavior (18m)**
Connect Google Analytics and understand key metrics to inform business decisions.
- **Using Automation Tools to Streamline Operations (15m)**
Automate tasks like social posting and backups to save time and reduce errors.
- **Creating a Content Strategy for SEO Growth (22m)**
Plan and schedule content to consistently improve search rankings and engagement.
- **Advanced SEO Techniques for 2026 (25m)**
Explore schema markup, local SEO, and voice search optimization for current best practices.
- **Scaling Your Website for Increased Demand (20m)**
Prepare your site for growth with hosting upgrades and optimization tweaks.
- **Regular Maintenance and Update Routines (18m)**
Keep WordPress, themes, and plugins updated safely to avoid vulnerabilities.
- **Building a Community Around Your Brand (15m)**
Use forums, comments, and memberships to engage users and foster loyalty.
- **Legal Considerations: Privacy and Compliance (12m)**
Ensure your site meets GDPR and other regulations to avoid legal issues.
- **Planning for Long-Term SEO and Website Evolution (20m)**
Strategies to keep your site relevant and competitive as trends and algorithms change.

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