

## WSQ WordPress Web Design and Content Management Level 3

<b>Course Duration</b>	16 Hours	<b>Course Fee</b>	<b>Subsidy &amp; Nett Fees</b>	<b>Mode of Training</b>
		Full Fee: \$520	Please refer to page 2	Classroom

**Certification** You will receive a Statement of Attainment from SkillsFuture Singapore after you pass the assessment.

- Entry Requirement**
- Speak, listen and read English at a proficiency level not lower than the WPL Level 5, and manipulate numbers at a not lower than the WPN Level 5
  - Minimal education qualification is GCE 'O' Level, GCE 'N' Level or ITE certificate
  - A minimum of one year of employment experience (preferably in sales and marketing)
  - Internet and social media savvy (in personal use)

**Course Objective** This module equips learners with essential knowledge and skills in setting up a WordPress site and manage the content, maintain the system and monitor the site performance.

**Course Content:**

In this course you will learn how to create a website for your business using the most popular Content Management System – WordPress.

Section 1: Web Properties and Assets – www, url, how they work, domain registrar

Section 2: Content Management and Deployment – policies and governance, guidelines in content writing, copyrights, Sitemap and content structure

Section 3: Web Publishing - Types of web content management platforms, setup, UX/UI, implement content, manage web domain and user roles

Section 4: Content Planning and Creation - Audience Fit, create text-based and multimedia-based content, content plan, content calendar



Section 5: Content Publishing - Plug-ins, Blog and post, Content posting and updating

Section 6: Content Promotion - Digital Marketing Funnel, Marketing Messages ideas, Landing Page

Section 7: Data and Analytics - Performance metrics and data, generating reports, how to improve

**Assessment:**

Written Assessment – short answered question

Portfolio

Oral Interview

**Subsidy**

WSQ WordPress Web Design and Content Management – level 3 TGS-2020503777		
	Mid-Career Enhanced Subsidy 40 years old & above	Singaporean 21 to 39 & PR
Course Fee	\$520.00	\$520.00
SkillsFuture Funding	\$364.00	\$260.00
Total Gross Fee	\$156.00	\$260.00
GST 7%	\$36.40	\$36.40
<b>SkillsFuture Credit Deduction/Cash</b>	<b>\$192.40</b>	<b>\$296.40</b>

**Eligible for Claim Period:** 02 June 2020 - 04 Aug 2022

**Participant need to pass the test to get subsidy**

S&G Advice:

All Singaporean aged 25 and above can use their \$500 SkillsFuture Credit to pay for a wide range of approved skills-related courses. Visit the SkillsFuture Credit website ([www.skillsfuture.sg/credit](http://www.skillsfuture.sg/credit)) to choose for the courses available on the SkillsFuture Credit course directory.

PSEA Funding is available for student aged 21-25 Years old (Please Call PSEA Hotline 62600777 to check your balance),

**Reminder to all learners:-**

Bring your own laptop

Bring a thumbdrive

Bring a sweater as it might be cold

Bring stationeries – highlighter, pens

