

Year 2023

## WSQ WordPress Web Design and Content Management Level 3

<b>Course Duration</b>	16 Hours	<b>Course Fee</b>	Full Fee: <b>\$520</b>	<b>Subsidy &amp; Nett Fees</b>	Please refer to page 2	<b>Mode of Training</b>	Classroom
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**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			
Category of Individuals			
	Singapore Citizens and Singapore Permanent Residents	Employer-sponsored and self-sponsored Singapore Citizens aged 40 years old and above	SME-sponsored local employees (i.e. Singapore Citizens and Singapore Permanent Residents)
	Funding Source		
	SkillsFuture Funding (Baseline)	SkillsFuture Mid-career Enhanced Subsidy	SkillsFuture Enhanced Training Support for SMEs
Course Fee	\$520.00	\$520.00	\$520.00
SkillsFuture Funding	\$260.00	\$364.00	\$364.00
Total Nett Fee	\$260.00	\$156.00	\$156.00
GST (8% x \$520)	\$41.60	\$41.60	\$41.60
<b>Total Fee Payable to Genetic Computer School</b>	<b>\$301.60</b>	<b>\$197.60</b>	<b>\$197.60</b>
<b>Age Group</b>	<b>SC 21-39 years old and PR</b>	<b>SC 40 years old and above</b>	<b>Small Medium Enterprise</b>

**Eligible for Claim Period:** 02 June 2020 - 04 Aug 2024

**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