



WORDPRESS FOR JEWELERS

With these workshops (*) you will be able to create, maintain or improve your website, your blog or your e-shop by your own.

(1) BASIC WORKSHOP (2 days)

The different kinds of website (blog, forum, e-shop, etc..), where to be hosted and what domain names to use | Conception principles (for who) | Why to use Wordpress | Installing WordPress | Basic Wordpress functions | Frontoffice & backoffice | The wordpress backoffice dashboard | Configure wordpress with the basic options | Articles & Pages (using classic or Guttemberg editors) | The medias & the galleries (pictures & documents) | Post categories & tags | The widgets & menus | Managing the users posts comments

(2) ADVANCED WORKSHOP (2 days)

Extending the basics with the plug-ins, finding the best extensions to use in your website | Going forward with the Jetpack extension | Users management and security | Personalize your website with the Themes | RSS | Website security | Introduction to SEO | Your website and the social networks | How to make good pictures of your work for your website

(3) E-SHOP WORKSHOP (1 day)

Create your e-shop | Set your articles (prices, stock, ..) | Setup, admin and promote your e-shop | Online payments & delivery options | Plugins & themes overview and selection

REQUIREMENTS

A portable computer with Windows, Mac or Linux.
A photo camera or good quality telephone with bracketing possibility (advanced workshop).
Have done previous workshop : (3) ► (2) ► (1)

(*) Basic, advanced & e-shop workshops



BASIC WORKSHOP

The different kinds of website (blog, forum, e-shop, ...), where to host and what domain name to use

Website conception principles

Why to use WordPress

Install WordPress in your hoster

Wordpress basic functions

Frontoffice & backoffice and th/e Wordpress desktop

Configuring the basic options

Posts & Pages (using Guttemberg or the classic editor)

Medias & images galleries

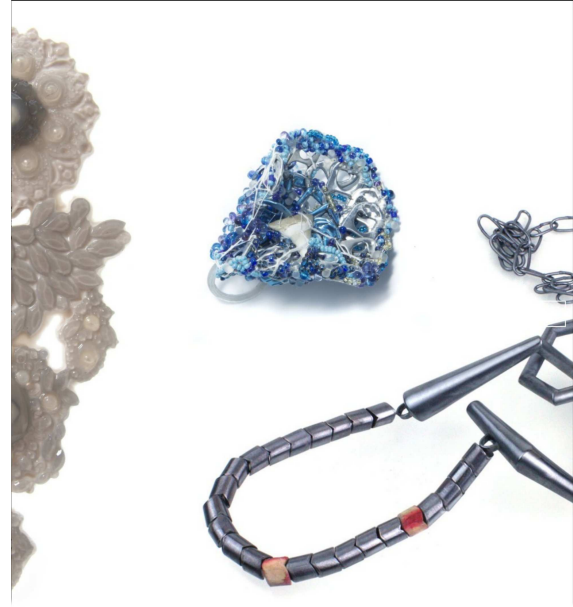
Categories & tags in posts

Widgets & menus

Managing post comments



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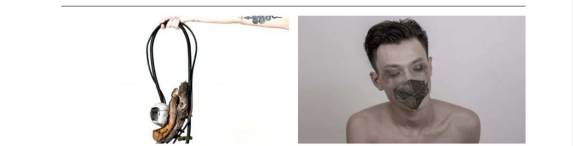
re/collect || wearable pewter jewelry



HEART FAILURE IN MADRID
HEART FAILURE travels to Madrid Lalabeyou gallery for its final destination....

PRÉCIEUX !?
PRÉCIEUX !?, an exhibition from the PRECIOUS COLLECTIVE, curated by Lynne Speake. ...

The Artists talk



PRÉCIEUX !?

HEART FAILURE IN ATHENS



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ADVANCED WORKSHOP

Plug-ins : improve your web page

The JetPack extension

Users management & security

Personalize the website using the Themes

RSS

Website security

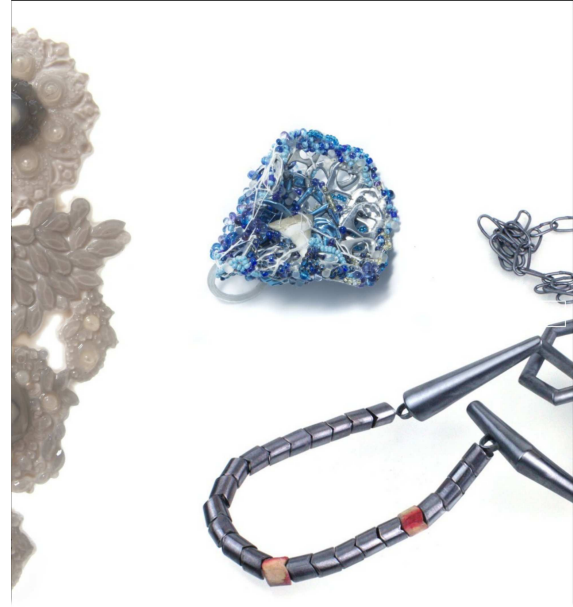
Introduction to SEO

The website and the social networks

How to make good pictures of your work for your website



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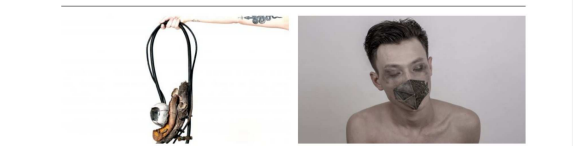
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E-SHOP WORKSHOP

Online shop creation

Creation of the articles

Online shop setup

Online shop administration

Online shop promotion

Online Payments

Delivery of the sales

Themes & extensions to improve the online shop



re/collect || wearable pewter jewelry



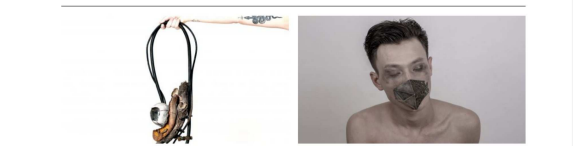
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