

# Mastering WordPress

**blogs – websites – purpose-built web pages**



**Take control of your web presence**  
**Cut your costs dramatically**  
**Increase your online visibility**

This full-day workshop is designed for authors, coaches, speakers, consultants, small business owners wanting to incorporate an easy-to-use website and/or blogging tool into their active business promotion.

WordPress is ideal for quickly building web pages for specific purposes: opt-in pages, sales pages, event pages, landing pages, etc.

- Laptop required
- Free wireless internet access provided

The Workshop covers:

- **Technical:** installation, settings, analytics, RSS Feedburner, plugins, widgets
- **Design:** theme, customization, layout, banner, CSS
- **Content:** pages, posts, categories and tags, blog, vlog, gallery, topic brainstorm
- **Engagement:** comments, freebie/giveaway, competitions, connecting

## Outcomes

You will leave with the ability to

- create a WordPress website, blog or page from scratch anytime you desire
- customise your site, add content and functionality
- blog and engage your visitors
- review your site's performance

Testimonials: <http://bit.ly/wptestimonials>

**Presenter:** Jeannie Barker  
WordPress consultant  
and trainer

**Host:** Bev Ryan Publishing  
Services

**Date:** Saturday 28 May 2011

**Time:** 9.00 for 9.30am start  
Concludes 4.30pm

**Location:** **Jigsaw Consulting  
Rooms**  
69 Grovely Tce  
Mitchelton  
Brisbane

**Cost:** \$279

Includes WordPress Manual and a 30 minute follow-up call or email (additional follow-up services are available at an hourly rate).

Tea/coffee/snacks included.

Buy your own lunch at nearby café or BYO.

**Book now!**

Workshop numbers are limited to 10 to ensure personal attention.

**Secure Online Booking Form**  
<http://bit.ly/wp1dws>