

CHATHAM UNIVERSITY

WOMEN'S BUSINESS CENTER

AT THE CENTER FOR WOMEN'S ENTREPRENEURSHIP

Building Websites: Connecting Entrepreneurs 6-Week Syllabus

Week 1 08/15/18	Week 2 08/22/18	Week 3 08/29/18	Week 4 09/05/18	Week 5 (optional) 09/12/18	Week 6 (optional) 09/19/18
Overall structure of WordPress	Building your website	Optimizing your website for web traffic	Driving web traffic	Online Store setup	Shipping & Order Confirmations
WordPress admin: Installing plug-in's Security settings Theme selection & installation	Website Content: Widgets Pages Posts Contact Forms	Online Marketing: Search Engine Optimization Social Media Channels E-mail Platforms for e-mail marketing campaigns	Driving Traffic: Google Business Page Social Media Marketing for business Blogging Email Marketing	WooCommerce: WooCommerce store setup Simple & Variable Products Gateway credit card processing	WooCommerce Admin: Shipping Methods and charges Order Confirmations Order Tracking Reports