

# WordPress CMS Advanced, Part 3: Custom & Engage

page 1

**Meet the expert:** Our Creative Design courses are presented by experts from Wiley Publishing. Wiley is a global provider of knowledge and knowledge-enabled services that improve outcomes in areas of research, professional practice, and education. They are the publisher of award-winning journals, encyclopedias, books, and online products and services.

**Prerequisites:** This course assumes familiarity with HTML, CSS, working with web pages and a good understanding of WordPress. This course is part of a 4 part learning series; WordPress CMS Advanced: Media and Manager UI; WordPress CMS Advanced: Post & Page Styles; WordPress CMS Advanced: Customization & Engagement; and WordPress CMS Advanced: SEO & Security. Please view the courses in the order given if you are unfamiliar with the material.

**Runtime:** 01:29:01

**Course description:** If you already have a good knowledge of WordPress CMS, now is the time to advance your knowledge in this 4 part learning series. In this WordPress CMS Advanced course you'll look at working with a media library, gallery and the manager interface. You will then move on to Post Formats, Page Templates, Publication and Ordering Content. You'll next get into the Customization of the site and templates. You'll then see how to engage your users using many of the WordPress tools. Then you'll learn how to update WordPress and its plug-ins, learn to create backups, work with SEO (Search Engine Optimization) and how to secure your site from hackers and spam.

## Course outline:

### Customization

- Introduction
- Customization Principles
- Supplemental Programs
- Child Themes
- Creating a Child Theme
- Child Theme Directory
- Summary

- Sharing
- Summary

### Custom Page Templates

- Introduction
- Custom Page Templates
- Page Template from Scratch
- Built-in Editor
- Jetpack Plugin
- Jetpack Continued
- Summary

### User Engagement

- Introduction
- Enhancing User Engagement
- Other Comment Settings
- Comment Moderation
- Moderating Comments and Trackbacks
- Moderation Process
- Summary

### More Engagement Tools

- Introduction
- Enabling User Avatars
- Authentication Tools
- Adding Social Media Tools