

# WordPress Training | Online

## Introduction to the [WordPress training](#)

Presentation of the training program

Setting up the tools for WordPress training

## Installation and basic configuration

What is a Content Management System (CMS)?

WordPress vocabulary (post, page, widget, theme, plugin, etc.)

History of WordPress

Registering a domain name.

Finding a host for your site.

Downloading WordPress

Installing WordPress

Configuring WordPress

Dashboard

## Create and organize content

Create posts

Display posts on the homepage

Create categories

Create menus

Practical workshop: *create posts, menus and display them on the site*

## Managing media

Image formats (PNG, GIF, JPEG).

Manage media

Insert images

Insert video

## Site administration

Users, groups, and permissions

Content access rights

Manage users

## Manage site appearance

Theme concept

Install themes

Set up the theme

Customize theme appearance

## WordPress Extensions

Define a plugin

Configure a plugin

Where to find WordPress extensions

Download/install extensions

## SEO in WordPress

Definition of SEO

Basics of natural SEO

WordPress SEO plugins

## Recommended after this training:

[WordPress Training: Creating a theme and SEO](#)

[WooCommerce Training](#)

## Advanced WordPress Training:

[WordPress Plugin Development Training](#)

# Training for Non-Profit Organization

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Nonprofit organizations work tirelessly for causes that support our communities. At Doussou Formation, we operate with the same mindset. We believe in our teams, strive to make a difference for our learners, and constantly seek greater efficiency.

Understanding the mission of nonprofits, and having worked with many of them in the past, we are proud to offer our support.

To help you better serve your communities, we provide an exclusive 15% discount on all our training courses for nonprofit organizations.

Doussou Formation is your first step toward training your staff and making your organization more efficient. Help more, help better—by enrolling in one of our many engaging training programs.

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## **NPO training**

### **Human capital and customer service**

Human resources management in times of crisis

Managing a difficult employee / Recognized by Emploi-Québec

Managing conflicts in the workplace / Recognized by Emploi-Québec

How to respond effectively in a post-COVID world

Acting appropriately in situations where there is a risk of aggressiveness or assault

Attracting and retaining the best employees

Managing your time and priorities

Managing a difficult customer

### **French courses**

Popularization and adaptation of specialized text

Linguistic revision

The art of writing

Correct and enrich your texts with Antidote

Improve your written French

## **Project management and efficiency**

GIT: Write technical documentation

Confluence: Optimize collaboration in your company

Trello: Project management tool

The precepts of project management

## **Social media and web marketing**

Google Ads in 7 hours

SEO and website optimization

Initiation training: Managing LinkedIn for professionals

Managing Facebook for business

Facebook Manager and statistical tool

E-Marketing and E-Mailing (Newsletter)

CRM vTiger: Customer relationship management

Advanced training: Managing LinkedIn for professionals

Getting started with MailChimp

Getting started with Instagram

## **WordPress and website creation**

Creating a WordPress theme and SEO

WordPress: Optimize your SEO

Customized WordPress training

WordPress: Create your website with the DIVI theme

WordPress: Create a website or a blog

## Acrobat Pro

PDF Expert: Document creation and digital signature

Form and digital signature

Creation of PDS documents

Accessibility

### Office suite

Mastering macros and initiation to programming

Excel: Advanced

Excel: The fundamentals

[Excel: The most complete](#)

Microsoft Powerpoint

Microsoft Publisher

By email: [info@doussou-formation.com](mailto:info@doussou-formation.com)

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## About

**Founded in 2016**

97% satisfaction



## Doussou Formation – Canadian provider of market-ready IT training

Founded in 2016, **Doussou Formation** quickly established itself as a leader in training for information technology, office productivity, human capital, project management, and graphic design, in Quebec and across Canada.

### Our approach & quality commitment

- **Certifications and recognition:** over 97% satisfaction based on client evaluations.
- **Practice-based pedagogy:** 100% hands-on training, in small groups, with course materials, personalized follow-up, and certification at the end of the program.
- **Experienced trainers:** seasoned professionals, rigorously selected and assigned according to your needs.

## Geographic reach & accessibility

Our training sessions are offered in person in **Montreal, Quebec City, and Gatineau/Ottawa**, as well as in **virtual classrooms** accessible anywhere in Canada.

We serve **businesses, public organizations, NPOs, and individuals** with a standardized “market-available” offering, compliant with procurement requirements (no custom development).

[Montreal](#)

[Quebec City](#)

[Gatineau / Ottawa](#)

[Online \(Canada\)](#)

## Training domains & topics

More than **100 ready-to-start courses** – organized by major **topics** to quickly meet your needs.

Productivity & Office Tools

Data & Analytics

Development & DevOps

Collaboration & M365

Design, Graphics & Multimedia

Leadership & Human Capital

Project Management

Digital Marketing & SEO

Emerging Technologies & AI

### Productivity & Office Tools

- **Spreadsheets & automation** – Excel (pivot tables, Power Pivot), Google Sheets
- **Documents & layout** – Advanced Word, templates, mail merge
- **Communication** – Outlook, email best practices

### Data & Analytics

- **BI & visualization** – Power BI (Modeling, DAX), Tableau
- **Databases** – SQL (queries, optimization)
- **Data science** – Python for analysis

## Collaboration & M365

- **Teams & team productivity** – meetings, channels, best practices
- **SharePoint & OneDrive** – structures, permissions, governance
- **Copilot & applied AI** – responsible use and quick wins

## Design, Graphics & Multimedia

- **Adobe Suite** – Photoshop, InDesign, Illustrator
- **UX/UI & prototyping** – Figma, mockups and components
- **Animation & content** – basics of 2D/3D, visual storytelling

## Leadership & Human Capital

- **Management** – leadership, two-way feedback
- **Effectiveness** – time & priority management
- **Work climate** – managing difficult employees

## Project Management

- **Methods & tools** – planning, monitoring, risk management
- **Microsoft Project** – calendars, resources, reports
- **Agile/Hybrid** – practical team practices

## Digital Marketing & SEO

- **SEO** – technical, content, linking, monitoring
- **Acquisition** – Google Ads, social media
- **Content** – editorial guidelines, conversion pages

## Emerging Technologies & AI

- **Generative AI** – ChatGPT, Copilot, best practices
- **Systems & dev** – Linux, JavaScript, React, DevOps
- **Automation** – scripts, integrations, workflows

*Indicative lists: each topic is available at **beginner**, **intermediate**, and **advanced** levels, in person or in virtual classrooms.*

## Our clients & references

- **Governments:** federal, provincial, municipal.
- **Public institutions:** CNESST, SAAQ, BAnQ...

- **Education & NPOs:** universities, colleges, community organizations.
- **Private sectors:** Hydro-Québec, Vidéotron, Bell, Desjardins...
- **International presence:** France, DRC, Guadeloupe, Mali.

## Why choose Doussou Formation?

Strength	Description
<b>Pan-Canadian reach</b>	In-person in Quebec + virtual across Canada.
<b>Standardized offering</b>	Clear, ready-to-use catalog.
<b>Small groups &amp; support</b>	Better learning through personalized guidance.
<b>Bilingual accessibility</b>	Materials and training in French and English.
<b>Transparent pricing</b>	Public rates, discounts under conditions (F01).
<b>Proven credibility</b>	Expert trainers, recognized clients.

**Address:** 1155 Metcalfe Street – Montreal

[Contact us](#)

[View PDF catalog](#)

## They trust us

Many companies, institutions, and organizations place their trust in us and continue to attend our training.

Here are some examples:

Sector	Organizations
<b>Financial services, real estate and insurance</b>	Desjardins, National Bank of Canada, Intact, Olympus, Global Pay
<b>Leisure, culture and hospitality</b>	Caraïbes Nordiques, Tangente Danse, PPS Danse, Théâtre de la Dame de Cœur, Le Carrousel, Productions Roméo et Fils, Tidan
<b>Federal government agencies</b>	Government of Canada, RCMP, Department of Fisheries and Oceans, National Defence
<b>Provincial government agencies</b>	Ministry of Families, Ministry of the Environment, MSSS (Ministry of Health and Social Services), CNESST, Québec Research Fund, SAAQ, Public Curator, BANQ (National Library and Archives of Québec), Tourisme Québec, UPAC
<b>Municipalities</b>	City of Montréal, Municipality of Sayabec
<b>Education services</b>	Laval University, Université de Montréal, Cégep de Trois-Rivières, Royal Military College Saint-Jean, University of Ottawa, CPE de la Courtepointe

Sector	Organizations
Technology & communications	Captel, Blue Solutions, Progi, PMG Technologies, Hydro-Québec, Vidéotron, Bell Canada, TC Transcontinental, GRICS
Non-profit organizations	Résidence Le Monarque, Réseau-Femmes Ontario, Sphère Québec, Alzheimer Outaouais, Valoris, Culture Laval, Québec Logistics Innovation Institute
Social & public services	Urgences-Santé, IDDPNQL, CSS des Patriotes (School Service Centre), SIS Immigration, RDÉE Canada, Société Économique de l'Ontario
Associations & professional orders	Ordre de la Physiothérapie du Québec, Professions Québec, CPA Québec, Public Service Alliance, Association des cadres des CPE
Construction & manufacturing	ENERGI Fenestration, APL Construction, Canatal, MSP, Veolia, Acti Solutions, Photon, Les Bois de Plancher PG, KID Toy
Transport & logistics	Groupe Morneau, Communauto, STO Outaouais (Public Transit Service)
Agriculture & food	F. Ménard
Retail & e-commerce	Jackfield, Safran
Cosmetics & wellness	Institut de Beauté Manon Simard
International	RATP (France), IMIE (France), Davidson Paris, Koala Web (Guadeloupe), Malitel (Mali), AAC/RDC (Congo)



## Shopify Training

### Module 1 – Introduction to E-commerce and Shopify

- Understand how e-commerce works (B2C, B2B, Dropshipping)
- Overview of **Shopify** and its ecosystem
- Create an account and complete the initial setup
- Tour of the Shopify dashboard (Shopify admin)
- Quick comparison with WordPress + WooCommerce

## Module 2 – General Store Configuration

- General settings (language, currency, time zone)
- Payment configuration (Shopify Payments, PayPal, Stripe)
- Tax setup (Canada / Quebec)
- Shipping rates and delivery zones configuration
- Writing policies (returns, privacy, terms of use)

## Module 3 – Product and Collection Management

- Create and edit products
- Manage variants (size, color, model)
- Organize collections (manual and automatic)
- Inventory and stock management

## Module 4 – Website Design and Customization

- Select and install a theme
- Customize colors, fonts, and sections
- Create the homepage
- Manage menus and navigation
- Mobile optimization (responsive design)

## Module 5 – Essential Applications

- Overview of the Shopify App Store
- Install a useful app (e.g., customer reviews or shipping)
- Manage and remove applications
- Best practices to avoid unnecessary apps

## Module 6 – Visibility and Promotions Basics

- Basic SEO settings (title and description)
- Create a simple promotional code
- Connect social media accounts
- Review key statistics

## Module 7 – Order Management and Performance Tracking

- Manage and process orders
- Refunds and cancellations
- Payment tracking
- Sales reports and statistics
- Analyze key performance indicators (KPIs)

# Drupal Training: the most complete training

## Introduction to Drupal Training: the most complete training

### Make Basic Configurations

Set time

Set up error pages

The rewriting of url

The search engine

The translations

### Put an editor for Drupal

Text format

Intsaller a WYSIWYG

Install an editor

Practical workshop: create a text format for our editor

### Learn Drupal Taxonomy

The vocabulary

Terms

Manage vocabulary

Create a content type

Practical workshop: create a particular type of content for our project

## Content Management with Drupal

Manage fields for display

User right for our new content type

Create a content management role

## User management

The roles

Add rights

Practical Workshop: Creating Users and Assigned Rights

## Managing the display of a Drupal site

The structure of the Drupal site

The theme

The menus

The blocks

The regions

Block Management

Install a Drupal theme

Theme Management

Retouching and Style Changes

## Site Administration

Manage spam

Moderate comments and users.

## Expand Drupal

Adding extensions

Useful modules of Drupal

Practical workshop: installation of multiple

## SEO

SEO definition

Basics of natural referencing

Drupal extension for SEO

## Maintain your Drupal site

Import and export content.

Update the software.

The maintenance of the site

Backup and restoration of the site

The update of the site

## Drupal theme creation

Html / css base reminder

Managing themes in Drupal

Drupal Theme System

Components of a theme

Adapt a theme (CSS, images, ...)

Files of a theme

Replacement of functions

Change the behavior of a theme

## Practical Workshop: Creating a Drupal Custom Theme

### Using Artisteer

Download / Intsaller Artisteer

Artisteer User Interface

Define formatting

Define Columns and Content

Set the background

Set the header

Set the menu

Set the sidebar

Define navigation

Set footer

Template Export and Installation

Practical Workshop: Creating a Drupal Theme with Artisteer

### Create a Drupal module

Drupal for firebug

Drupal Folder Tree 7

Organizing files of a module

The summary page

The module configuration page

Using settings for the summary page

Execute SQL queries in a module