

# 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](#)

# Corporate Training

If there is one field that is constantly evolving, it's information technology. To stay on top of the latest trends, today's companies must invest in staff training. And when companies seek IT training, they turn to Doussou Formation. Doussou Formation offers more than 101 training titles ready for you.

- Our team consists of 15 experts in their respective fields.
- We prioritize small groups (maximum of five learners) to maximize personalization, retention, and hands-on practice.
- 97% of our clients are satisfied with our training programs.

Our trainers come to your company, which allows you to:

- Avoid productivity loss due to employee travel.
- Work directly with your equipment and software to maximize knowledge transfer.
- Incorporate your internal context and tailor the training to your realities.
- Share confidential information among colleagues without concern.
- Build even stronger team spirit.

– Companies such as TC Transcontinental, Vidéotron, Bell Media, Desjardins, and National Bank, to name a few, have placed their trust in us.

## **Steps for Corporate Training:**

- Identification of training needs.
- Profiling of learners to better understand their expertise level on the topic.
- Development of a customized training plan.
- Integration of relevant examples from the company's industry.
- Development of training and support materials.
- Selection of the most suitable trainer based on objectives and industry.
- Training delivery.
- Participant evaluation of the session.
- Training feedback, and
- Personalized coaching as needed.

## **Our Information Technology (IT) Training Courses:**

- Design Training (Photoshop, Illustrator, InDesign, InCopy);
- 3D Programming (Rhino 3D);
- Programming (Python, Java, C#, PHP);
- Website Creation (HTML, CSS, Angular, ReactJS, WordPress);
- Office 365: Outlook, Word, PowerPoint, Excel, Access, OneNote, OneDrive,

Power BI, Flow, Forms, Stream, Teams, Yammer, SharePoint, Planner, Skype;

- Project Management;
- – and many more

#### **Our Human Capital Training Courses:**

- Training: Managing a Difficult Employee;
- Training: Conflict Management in the Workplace;
- Professional Efficiency: Managing Your Time and Priorities

### **Tell Us About Your Needs**

**Receive a service proposal with no obligation on your part**

*Can't find the training you're looking for? Doussou Formation can create a custom program. Stay up to date with our latest training courses by subscribing to our newsletter. You'll receive new course titles as soon as they're launched, along with an exclusive introductory discount. It pays to subscribe.*

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

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## **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.

## **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

# 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)