



Outline Your Skillshare Class

Video Lesson Outline

Class Title: Quick & Easy Wordpress Website for Your Small Business

Class Description

Your class description is a brief overview of your class and should cover:

- *What the class is about and a few of the skills students will learn*
- *An overview of the class project*
- *Who the class is geared toward or if any prior knowledge or experience is required*

In this Skillshare class you will learn to build a WordPress website for your own small business. This course is for beginner's and you don't need to have any previous knowledge of web design or development. I'll go over the how *and* why of each step to give you a basic understanding of the topic which will make creating your site more fun and less frustrating.

Your project will be to create a self-hosted WordPress website for your small business or for anything else that you would like. While I will gear these lessons toward small business owners you can also easily apply these skills to any type of WordPress website.

I will walk you through the basics of setting up your own domain, web hosting, and WordPress website tailored to your business. We will then quickly set up an "under construction" placeholder page so that your work in progress isn't available to the public until you're ready to unveil it. I'll show you the fundamentals of working in the Wordpress admin which will include setting up your menu, adding your logo, and creating pages and posts with your custom content.

Throughout the course I'll talk about different choices you can make in the process that could help you save money. But I'll also suggest to you when I think it's smart to spend a bit more to have a more quality product in the end.

I'll also share tips on things that I think are super important for running your own website, and often not easily known when you're starting out. To keep the course interesting I will share some stories from my own experiences over the last 15 years of building WordPress sites as a professional designer and developer.

This course will walk you through the following:

- How to decide if you should hire someone or build it yourself
- Why WordPress? And the difference between Wordpress.com (hosted) and Wordpress.org (self-hosted)
- Choosing & buying your domain name (URL)
- Choosing a web host and getting set up
- Installing WordPress (automatically or manually)
- General WordPress settings
- How to install a plugin (and some plugin recommendations)
- Creating your "Under Construction" page
- The difference between paid and free WordPress themes

- Choosing the perfect theme & installing it
- Adding your logo
- Setting up your site structure and menu
- Creating a page and adding content
- Creating a blog post
- Launching your site!

Note: Since there is no one way to do something I will always go over different options you will have during the process. You are free to choose a different option from what I show in the class but I won't be able to demonstrate everything. For example, I'll walk you through using my recommended web host. You are free to choose a different web host but will then need to figure out certain parts on your own or with the help of online resources. And you can always ask in the Community!

Outlining your class is one of the best ways to ensure your video lessons are well-organized and engaging.

Video Lesson Title	Video Format	Video Length	Talking Points & Key Concepts
<i>Give each video lesson a clear, concise title.</i>	<i>Examples: Talking Head, Physical Demo, Screencast and Slides. Aim to vary your video format every 1-2 minutes to keep your audience engaged.</i>	<i>Video lessons are 2-5 minutes, on average.</i>	<i>Skillshare classes are typically 20-60 minutes in total length. Each video lesson can include: a demonstration of techniques, definition of concepts, examples and your unique perspective!</i>
<i>Introduction</i>	Talking head, slides	2:00	Who am I? My background & experience Why did I create this class Who the video is for What you will learn What you will create by the end
When and why to build your own website	Talking head, slides	2:00	Pros and Cons of building a site yourself vs. hiring someone
Why WordPress	Talking head, slides	2:00	Why I use WordPress vs. something else WordPress.com vs. WordPress.org
Choosing & buying your	screencast	5:00	Methods of choosing your domain name

domain name			How to check if your domain is available Getting creative when it's not available Purchasing your domain name
Choosing a web host and getting set up	Screenecast, slides	6:00	Things to consider when choosing a host Recommendation for web host Creating your web hosting account Pointing your domain name (if applicable)
Installing WordPress	Screenecast	3:00	Installing WordPress (automatically through web host) Installing WordPress (manually with SFTP)
General WordPress settings	screenecast	4:00	A walkthrough of the General WordPress settings to getting started
Installing plugins	screenecast	5:00	What are plugins? Where can you find plugins? Paid vs. Free plugins Caveats of using plugins Some basic, suggested plugins
Setting up a placeholder page while you work	screenecast	5:00	Installing the plugin Setting up the plugin Testing if it works
All About Themes!	screenecast	6:00	What is a theme? Where to find themes Free vs. Paid themes Choosing your theme
Installing your theme	screenecast	3:00	Installing a theme from WordPress admin Installing a theme you have downloaded Previewing and Activating the theme
Adding your branding	Screenecast	5:00	Adding your logo Customizing the site colors Customizing the webfonts
Structuring your site	Screenecast	6:00	Making an outline Creating your main pages Creating your main menu
Intro to a blog	Screenecast	4:00	How is a post different from a page? How to make a blog post How to use the text editor Categories, tags, & publish states
Launching your site	Screenecast, Talking Head	3:00	Proofreading your site A second set of eyeballs Turning off the placeholder page and publishing the website Announcing it to everyone you know!
Conclusion & Thanks	Talking head	2:00	Summary of what we did Topics for future consideration

			Share your project! Thanks for your participation
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Class Project

All Skillshare classes include a class project that prompts students to put their new skills to action. Come up with an exercise or assignment that students can easily complete. Learning more about crafting a class project [here](#).

Project Description

Start with a concise sentence that summarizes the entire project. Follow with a few lines or a brief paragraph explaining the details of the project in more depth. What will students need to do to complete the project? If appropriate, you can share a step-by-step list of instructions.

Wrap up the class project description by describing exactly what the finished project will look like, what format it should be in, etc... Finally, encourage your students to share their project in the class project gallery.

By the end of your class project you will have a fully functioning, LIVE WordPress website for your small business. You will have a professional website that will showcase your business beautifully and won't break the bank. On top of that you'll have learned a valuable new skill and will be able to show off to all your friends and family 😊.

It sounds like a lot but I've broken the lessons down in easy to swallow steps so that you can complete it at your own pace:

1. Choose and purchase your domain name
2. Choose and purchase your web host
3. Install WordPress
4. Setup your account
5. Install basic plugins
6. Setup a placeholder page so you can work privately
7. Choose a theme
8. Install your theme
9. Add your branding elements
10. Create the structure of your site
11. Create a basic blog
12. Launch your website
13. Do your first website promotion by posting your URL to the project gallery!

Helpful Links:

[Class Publishing Checklist](#)

[Teacher Handbook](#)

[Class Merchandising Guide](#)

[Teach Challenge](#)

Curious to see how a great outline can produce a fantastic class? Check out these outlines and the fabulous classes that came from them!

- Dylan Mierzwinski's [outline](#) for her class [Digitizing Hand Drawn Sketches with Character](#)
- Stanley Idesis' [outline](#) for his class [Content That Attracts: Discover Content Ideas and Grow Your Audience](#)