

## California Capital Web Development Webinar Series

Presented by Bob Hollis, Mobius Intelligent Systems, LLC

### Course Description

This course will start from scratch and demonstrate how to create a website in WordPress that can be used for E-Commerce, Publishing, Marketing, Non-profit work, or any other function that might be useful for a business, non-profit organization, or individual professional or hobbyist. Topics covered will include domain registration and hosting, site security, WordPress configuration, themes, plugins for a wide variety of site features, search engine optimization, and integration with artificial intelligence and social media. **The course will take place over eight sessions via Webinar.** Registering for any webinar session will automatically register attendees for all following webinar sessions in the series.

**Meets on eight consecutive Wednesdays from 6:30-8:30pm starting on May 9th, 2018.**

**Register at: <https://attendee.gotowebinar.com/register/5700873621257627650>**

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#### **Session 1 of 8 – Class Orientation and Introduction to WordPress**

Class orientation and introduction to WordPress including selecting and registering a domain and setting up hosting for WordPress and email with an introduction to Linux hosting and cpanel.

#### **Session 2 of 8 – Installation of WordPress Plugins**

Installation of WordPress plugins to add site features including Security, Backups, Search Engine Optimization, Slideshows, Photo Galleries, eCommerce, Google Analytics, Maps, Video, Utilities, and other features and functions as requested in the classroom.

#### **Session 3 of 8 – Introduction to Theme Design, Part 1**

This session will cover theme design and configuration of all plugins installed in session 2. Will include page and post creation and media optimization using GIMP or Photoshop in addition to theme design options for a variety of site types. Will review traditional and contemporary design concepts including basic grid layouts and full-width vertical parallax design. Will include an introduction to branding, style guides, and 3rd party tools such as Kuler, Theme Design Software, BuiltWith, Developer Tools, Firebug, digital color meters, and color contrast analyzers. Compliance requirements including ADA, Section 508 Compliance, COPPA, and digital storage of government documents will also be reviewed.

#### **Session 4 of 8 - Introduction to Theme Design, Part 2**

This session will continue with theme design information not covered in session 3 and will focus on full page interactive home page design using slide software with advanced interactive features.

## **Session 5 of 8 – Website Monetization**

This session will cover website monetization using a variety of techniques including direct sales and advertising, e-commerce, digital downloads, online courses, Youtube, content paywalls, memberships, and a range of affiliate advertising programs such as Amazon, eBay, LinkShare, Google AdSense and Job Boards. Will include an introduction to 3rd party tools to benchmark site security and performance and an introduction to setting up an affiliate program that allows other digital publishers to earn commissions by referring paying customers to your sites.

## **Session 6 of 8 – Website Social Media Integration**

Website social media integration including Facebook, Twitter, LinkedIn, WordPress Blogs, RSS, Youtube, Google+, Newsletters, and propagation tools covering more than 50 additional Social Media platforms.

## **Session 7 of 8 - Web-based Artificial Intelligence Tools for Small Businesses**

### **No Math or Coding Required**

Artificial Intelligence is changing the way people do business and engage with the world. This session will provide an introduction to tools that are available on the web at no cost to process data and gain insights without needing to know how to code. We will also review automated social media systems and social media bot creation using free and open source software.

## **Session 8 of 8 – Review and Q&A**

This session will review sessions 1-5 and cover any other questions from participants. Will demonstrate export of course site content for students to later import into their WordPress sites.

### **Requirements**

#### **No prior knowledge of WordPress or web development is required.**

Attendees can follow along in class and build their own site if they have hosting, and a domain ready to go.

Attendees who would like to participate actively but are not prepared to launch their own site at this time will be offered an option to develop their class site on a Mobius Network WordPress multisite installation for the duration of the course. At the end of the course they can export the content they created for later import into their own WordPress site.

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## Instructor Bio:



**Bob Hollis** is the founder of [The Mobius Network](#), and [Mobius Intelligent Systems](#) LLC, progressive technology services providers that apply free and open source software solutions to help organizations with a public benefit mission achieve their objectives. His clients include numerous environmental groups, non-profit organizations, and public agencies.

Prior to founding The Mobius Network, Mr. Hollis owned and operated a Chicago based executive recruiting firm specializing in metals, manufacturing, technology, and environmental management positions. His professional career includes more than two decades of management and consulting experience with organizations ranging from startups to fortune 500 companies.

Mr. Hollis has served as a board member or business and technology advisor to a variety of environmental organizations including the California Resource Recovery Association (CRRA), California Integrated Waste Management Board, Rock the Earth, Earth Island Institute, National Recycling Coalition, Recycling Organizations of North America, California Sustainable Business Council, Zero Emissions Research Initiative (ZERI), Keep California Beautiful, and Universal Remediation, an award winning oil spill clean-up company based in Pittsburgh, PA. He is the recipient of the 2010 CRRA Service Award, 2010 Keep California Beautiful Volunteer of the Year Award, 2015 California Product Stewardship Council Outstanding Partner Award, and multiple Carlson Learning Company Gold Consultant Awards. Mr. Hollis has served as a non-partisan elected public official in El Dorado County, CA, and as a Hearing Board Member for the El Dorado County Air Quality Management District.

Mr. Hollis has presented on subjects related to business, technology, and the environment at numerous events on behalf of organizations including the California Resource Recovery Association, The Northern California Recycling Association, New Noise Music Conference, and the US EPA Science and Technology Council. His educational background includes a BS in Industrial Management from Carnegie Mellon University, a graduate business and liberal arts education at the University of Chicago, graduate studies in Environmental Management at Harvard University, and continuing studies in Information Technology at Stanford University.

**Instructor: Bob Hollis, CEO, Mobius Intelligent Systems, LLC**

**LinkedIn:** <https://www.linkedin.com/in/bobhollis>

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## Contact

Sophia Kanaan, Program Coordinator  
California Capital Financial Development Corporation  
Work: 916-442-1729  
Email: [skanaan@cacapital.org](mailto:skanaan@cacapital.org)

Website: [cacapital.org](http://cacapital.org)

View scheduled sessions at <http://cacapital.org/view-our-calendar/view-our-calendar/>