
Building Online Courses in WordPress

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Outline

- ❖ Why Build – Business Case
- ❖ Creating Great Course Content
- ❖ How to Build with WordPress

Why Build an Online Course?

- ❖ Competitive Differentiation
- ❖ Tribe Building
- ❖ Market Research
- ❖ Less Time Commitment than “Forever” membership websites

Creating Great Content

- ❖ Break it down - present information in chunks
- ❖ Present in a variety of styles
 - ❖ Video
 - ❖ Audio
 - ❖ Text
- ❖ Just Do It! - We learn what we do

Biggest Content Mistakes

- ❖ Assumption of knowledge
- ❖ Not engaging
- ❖ Make it more than a video – this isn't YouTube
- ❖ “But wait there's more” is NOT a benefit – don't overwhelm them with too much info. Break it into a funnel of courses.

Building with WordPress

- ❖ Membership site - only
- ❖ Courseware Plugins
- ❖ Multiple integrations (shopping cart, membership site, courseware plugin)
- ❖ Site structure considerations...

To subdomain or Not to subdomain? That is the question.

3 WordPress Courseware Plugins

- ❖ WP Courseware - \$99 for 2 sites, \$125 for 10 sites and \$175 for 25 sites
- ❖ Sensei - \$149 single site, \$199 for 5 sites, \$299 for 25 sites
- ❖ LearnDash - \$99 unlimited (\$129 for multiple instructor option)

Feature	WPC	Sensei	LD
Manages Payments and Access			✓
Integrates with Membership Plugin	E		E
Email Integration	D	E	E
Multiple Instructors		✓	E
Shopping Cart Integration	E	✓	E
Supports Achievements	E	E	E
Quizzes	✓	✓	✓
Student Reporting	✓	✓	✓
Affiliate Tracking for Sales	D	D	D
BuddyPress Integration	D	E	E
bbPress Integration	D		E

Cool Features

- ❖ WP Courseware - easy, drag and drop ordering of modules and units
- ❖ LearnDash - sell, protect, and run courses within the single plugin
- ❖ Sensei - private messages from student to teacher

Learning Curve

- ❖ WP Courseware – Easiest
- ❖ Sensei - Easy
- ❖ LearnDash – More complex

Demo

Here I ran a demonstration video of some of the courseware options.
I was planning on running a live demo, but had problems with Internet access

Questions

More Available At:

HowtoBuildanOnlineCourse.com