**How to Build a Profitable Online Course Website with WordPress**

**Course:** WP504 How to Build a Profitable Online Course Website with WordPress - Asynchronous  
**Instructor:** Wenda O'Neill  
**Email:** info@wendaoneill.com  
**Office:** NA  
**Office Hours:** M-F 9:00AM - 5:00PM EST  
**Meeting Time:** online

**Teaching Philosophy**

My teaching philosophy centers on making technology accessible and easy to understand. I believe that with the right guidance, anyone can learn to use powerful tools to reach their goals, regardless of their starting point. I focus on simplifying complex topics and helping learners sort through the many available options to find solutions that are practical and easy to use. My goal is to reduce overwhelm and build confidence, so learners feel empowered to take action.

**Course Description**

Learn how to build and own your online course website using WordPress without needing technical skills or expensive software. This course walks you through a simple, beginner-friendly system to create a site that sells courses, memberships, and digital products. You will use tools like WP Courseware and WooCommerce to launch a flexible, professional teaching business that you control from day one. It is ideal for creators who want to keep more of their revenue and grow on their own terms.

**Purpose of the Course**

The purpose of How to Build a Profitable Online Course Website with WordPress is to empower course creators, educators, and entrepreneurs to launch their own fully owned online course website without relying on expensive third-party platforms. Specifically, the course aims to help learners: Build a professional, functional course website using WordPress without needing technical experience. Retain full control over their content, pricing, branding, and customer relationships. Avoid ongoing platform fees and restrictions that cut into revenue and limit flexibility. Create a sustainable foundation for selling courses, memberships, and digital products. Gain confidence in managing their own platform with a repeatable, beginner-friendly process. In short: this course teaches you how to own your online teaching business from start to finish.

**Prerequisites**

Learners should be comfortable using a computer at a basic level. If you can send and receive email, browse the internet, and follow step-by-step instructions, you have the skills needed to succeed in this course.

**Learning Objectives**

Upon completion of this course, students will be able to:

* Explain how websites, domains, and hosting work together
* Set up a self-hosted WordPress website using a domain and hosting service
* Install and configure essential WordPress plugins for course delivery and e-commerce
* Customize the appearance and layout of their site to reflect their brand
* Launch a fully functional online course website without writing any code

**Required Materials**

* None

**Grading Method**

This course is outcome-based and focused on real-world application. Learners will complete a series of short “Check Your Knowledge” quizzes throughout the course to reinforce key concepts and guide understanding. These quizzes are ungraded and serve as self-assessment tools. The primary assessment is the final project: successfully launching a self-hosted WordPress website that is capable of selling online courses, digital products, or memberships. By the end of the course, learners should have a fully functional course website they own and control. Completion is measured by the learner’s ability to apply what they’ve learned to build and operate their own site.

**Grading Scale**

NA

**Course Schedule**

This is a fully self-paced course designed to fit your schedule. The core instructional content takes less than five hours to complete, but the total time may vary depending on how much you choose to customize your site. Because design and branding are personal and creative, some learners may spend additional time refining the look and feel of their website. You are free to move through the lessons as quickly or slowly as needed to match your goals and working style.

**Late Work Policy**

Because this is a self-paced, asynchronous course, there are no deadlines and late work does not apply.

**Classroom Expectations**

Students are expected to follow ethical guidelines and respect copyright laws throughout the course. While you are encouraged to explore other courses and materials for inspiration, you may not copy, publish, or use any content created by others without their explicit permission, unless the material is clearly marked as royalty-free or available for commercial use. All work you create should be original or properly licensed, and you are responsible for ensuring that the content you use on your course website complies with intellectual property laws.

**Disability Accommodations**

Text based transcriptions are available where possible. Most lessons include audio as well as video.

**Academic Integrity**

Students are expected to complete their own work, represent their skills truthfully, and avoid plagiarism in all forms. This includes refraining from submitting content copied from other creators or using unlicensed materials as if they were original. Any use of third-party assets (such as images, text, or course materials) must be properly attributed and comply with licensing or copyright requirements.

**Important Notes**

*This syllabus is subject to change at any time and without notice. Any changes will be announced in class and/or via email.*