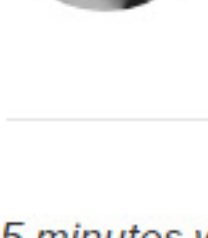


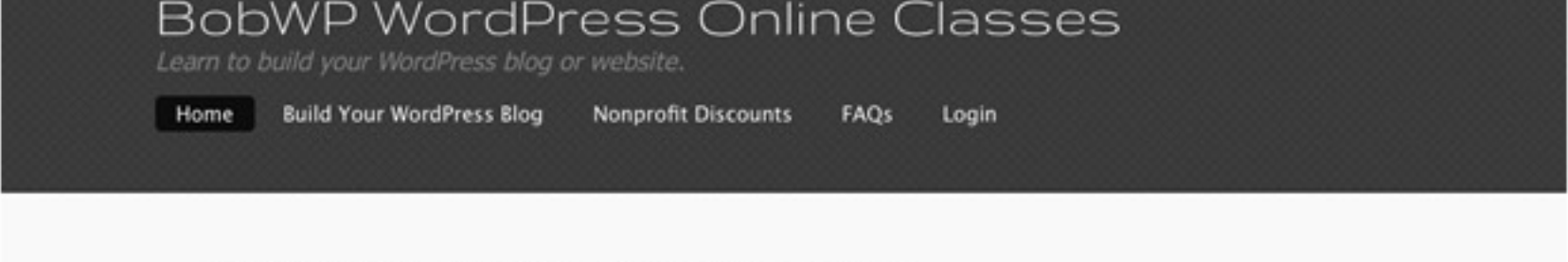
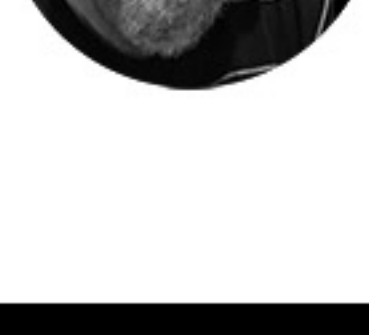
Case Study: BobWP WordPress Online Classes



CUSTOMER STORIES SENSEI WRITTEN BY MARK FORRESTER

5 minutes with WordPress enthusiast and long serving WooThemes customer, [Bob Dunn](#), talking about his latest online classroom helping people build better blogs.

I'm a WordPress trainer and coach. I ended up in my current field after years of running a marketing, graphic and web design business. For the last four years, I have spent my time doing one-on-one WordPress training and coaching online, teaching in-person workshops, speaking at WordCamps and other conferences, and, basically, live and breathing WordPress. After much trial and error, I finally found the sweet spot for the [online Build Your WordPress Blog classes](#) I had been planning.



Build Your WordPress Blog Online Class

This online class walks you through the steps to get the blog you've always wanted: one that will increase traffic to your site and build a base of fans to promote your work. With a self-hosted WordPress blog, you have complete control and ownership of your blog and its content. In four, comprehensive, topic-rich lessons, you'll learn how to create your blog, add the elements and features you need for your specific audience, increase your blog's reach and social shares, and set up and track goals to measure success.

[Learn More About This Class](#)

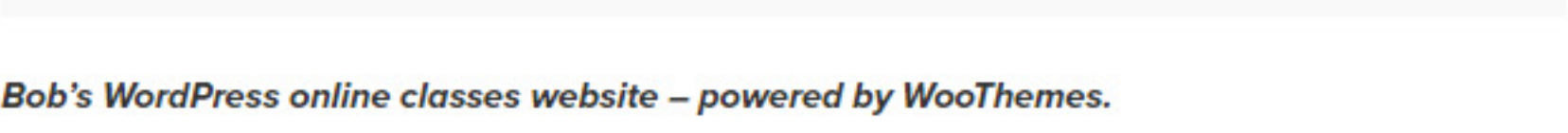


What Makes My Online Classes Different

Student-focused Instruction Eight hours of high-definition videos, easily viewed in full screen, take you beyond the other WordPress video series. Why? Because I just don't tell you the "how", I tell you the "why" too, so you understand at a deeper level.	Non-Geek I talk in a language you understand. I don't throw out mysterious terms and acronyms. I take my time explaining how to get the most out of WordPress without confusing you with code.	Enhanced Videos Most videos are just that—videos. Mine go a step further, also giving you screenshots and text to come back to for a reference—without having to watch the entire video again.
Your Personal Forum I know that I can't address every issue in my videos and forums. So, to make sure you get all your questions answered, you have access to your own private forum for 30 days.	Weekly Chat Each week, for four weeks, you will be invited to a weekly chat. It's not only tell you the answer. It's show you. Join them at your convenience and view the solution in real time.	Help with Your Content A lot of videos show you how to set up a site and overcome the technical challenges. But my lessons go beyond the tech basics, with lessons and resources to power up the content side of your blog too.

What they are saying about my training.

 Bob Dunn is a WordPress genius! He turned a newbie blogger into a real blogger in just four and a half months. I have over 34,000 monthly page views. He provided explanations in easy, concise steps, in words a beginner like me could understand. Dave Renner drenner@renewalmarketing.com http://mywordpressblog.com	 Bob has all the practical solutions and he has been the coach I needed to solve my challenges. His plain language approach to teaching made the technical issues so much easier to understand. Dan Hagan danhagan@renewalmarketing.com http://renewalmarketing.com	 I found Bob Dunn when I was struggling to figure out how to create a self-hosted site with WordPress. Bob's clear, clean, instructional approach has saved me hours of frustration. He is insightful, helpful and patient. And his videos are super handy to access when I need to go back and revisit a feature, tool or task. Kelly Paul kellypaul@renewalmarketing.com http://renewalmarketing.com
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Bob's WordPress online classes website – powered by WooThemes.

Why Woo?

The first time I used a WooTheme for a client was in 2009. It was love at first sight. Over the years, I have carefully chosen the top theme shops I use and recommend and Woo has always been one of them. I am not a coder. I want something out of the box that I can tweak and make work for me. Woo does that.

My New Site: BobWPonline.com – Definition + Sensei + WooCommerce + WooDoJo + WooSidebars = A Lot of Woo!

When I first started thinking my online classes through, I originally decided to put them on my current site, BobWP.com. But somewhere along the line, [Sensei](#) was released. Trusting Woo's reputation, I didn't second guess it and bought the plugin shortly after release. Exploring it more, I knew I wouldn't use all the features initially—for example, the quizzes—but was intrigued by it. Once I played around with it, I discovered that this plugin was the right one for my classes.

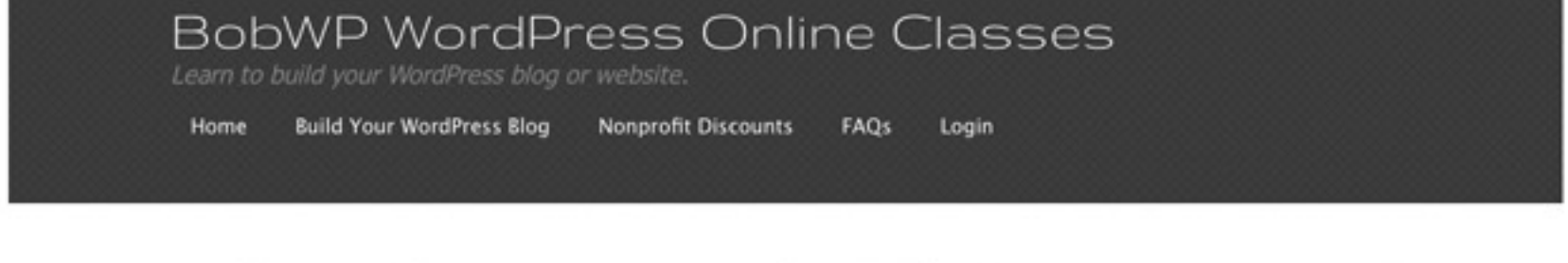
Then came the other pieces. How would this work with my current theme, which was not a Woo? And how would I protect class access? Would I use a membership plugin? I spent several hours sweating over the details, and came to this conclusion: Why worry about all this integration? The [Definition](#) theme was recommended with Sensei, and [WooCommerce](#) worked with it. I decided that it would make more sense to have my online classes as a separate site—both for marketing reasons and user accessibility. And so I went with the Definition theme.

Another Challenge

The other big piece that was still missing was the class forum. I had experience with the WordPress forum plugins in the past and knew I didn't want something bloated. Simple and clean was my goal, so bbpress seemed obvious. But after some research I found that there had been some issues with bbpress and some of the Woothemes. Oh well, it wouldn't hurt to test it. It was a huge relief when I added it to the mix and it worked seamlessly.

It All Comes Together

When I grabbed all the pieces and put them together, it worked. With WooCommerce, I could easily limit access to the lessons and courses I created in Sensei. The Definition theme gave me everything I needed on the homepage for a clean, professional presentation. [WooSidebars](#) allowed me to create custom sidebars for different classes. And the other third party plugins I wanted to use behaved with all my Woo pieces. I only had to do some minor CSS customizations to get what I wanted. And I really did love how the lessons were presented and how I was able to organize them in courses. Great presentation.



Build Your Blog – Create

Lessons

Currently completed 0 of 17 on total

9%

1. What Is WordPress

In this lesson you will learn the differences between WordPress, WordPress.org and WordPress.com.

2. Why Have a Blog?

In this lesson you will learn the reasons to have a blog whether it's for your business, your hobby or some other reason.

3. Setting Up Hosting and Installing WordPress on InMotion Hosting

If you do not have hosting for your blog, and have chosen to use our recommendation of InMotion shared hosting, this lesson will guide you through the process of purchasing it and also installing WordPress on your chosen domain.

4. Choosing Your Theme

If you want to use one of the themes that are offered with this course, watch these videos for an overview of each theme that will help you decide which one is right for you.

5. Customizing Your Dashboard

You may want to customize your workspace (or your dashboard). In this lesson you will learn how you can easily hide features you don't use plus some other cool options.

6. A Walk Through of Your First To-Do Steps

In this lesson I walk you through a few "to-dos" that will get you started after installing WordPress.

7. Some Basic Security Steps

As you build your blog you will find other options out there to offer extra security. But in this lesson we talk about 5 simple security tips that you can do right now that will help keep your blog secure.

8. A Look at the WordPress Settings

In this lesson we will be looking at the WordPress Settings: General, Writing, Reading, Discussion, Media and Permalinks. These are important as some important settings are buried in these.

9. An Overview of Your User Profile

There are several options in your user profile that you want to be aware of. In this lesson we do an overview of what you might be missing.

Request Your Theme

Request Beta/Early and/or Gravity Forms

Request SEO for WordPress Videos

Forms, Checklists and Other Resources

Contact Support

Login

Recent Topics

New Lesson: Using Post Revisions

21 hours, 4 minutes ago

Private: Images

5 days, 22 hours ago

Trackbacks

6 days, 18 hours ago

New Extended Services

6 days, 23 hours ago

New Lesson: Sensei Prose Extras Plugin

6 days, 23 hours ago

You Can Choose a Course To View All Lessons

Build Your Blog - Create

Build Your Blog - Improve

Build Your Blog - Share

Build Your Blog - Grow

Create

Select

Improve

Select

Share

Select

Grow

Select

Forums

Private: Class Updates

Private: Getting Started

Private: Choosing and Installing Your Theme

Private: Basic WordPress Settings

Genesis Settings

Private: Prose Child Theme

Private: Eleven Twenty Child Theme

Private: Memo Child Theme

Private: Creating Posts and Pages and Adding Media

Private: Widgets and Plugins

Private: Social Media and Comments

Private: Content

Other Questions

Extra support and time

Additional Support Hours - \$65 per hr

Extended Lesson Access - \$25 per month

The 'Build Your Blog' course overview

But There Were a Few Challenges

- First I had to get used to how Sensei organizes the lessons. They are done just as a post would be, by date. So when I needed to add a new lesson somewhere in the mix, I had to look at the date and time of surrounding lessons. It was a little cumbersome, but not a hard workaround.
- Since all my lessons were protected through a purchase via WooCommerce, as an admin, I didn't have front-end access to view my lessons. So I ordered the course and promised to send myself a check. Another fairly easy workaround.
- I did have initial problems as I couldn't choose lessons via Woosidebars for a custom sidebar I had created. But the Woo Ninjas solved my problem by giving me some custom code to drop in.
- One big workaround I needed to do, that I would like to see a fix for, is that lessons are not available to add in the WordPress menus. I had to create some links manually for them all and that was a bit time consuming. Another workaround, but it would have been nice to have an easier option.

Feedback From the Community and Students

The feedback on the site design, user experience and UI has been nothing but positive. No need to say more.

The Future

I currently have one online class available: [Build Your WordPress Blog](#). I will be adding at least two more in the near future and others down the road. Even though I am not at all the features of Sensei or WooCommerce, they were a perfect choice to accommodate any growth this site will see over the next several months. In fact, one of the upcoming Build Your WordPress Website classes will feature some WooThemes.

In the end, all I can say is this is a lot of Woo for one site. WOOT, WOOL!