

WORDPRESS DEVELOPMENT + FREELANCING - COMPLETE SYLLABUS

Outcomes by the End of the Course

- Build professional WordPress websites from scratch
- Design business, portfolio, and e-commerce websites
- Customize themes and plugins
- Optimize websites for SEO and speed
- Launch websites for real clients
- Start earning through freelancing platforms
- Build a strong personal freelance brand

Career Opportunities

- WordPress Developer
- Web Designer
- Freelance Web Developer
- Website Consultant
- Digital Entrepreneur
- E-commerce Store Developer

WordPress Foundation

- Introduction to WordPress
- Domain & Hosting Setup
- cPanel Basics
- Installing WordPress
- Dashboard Overview
- Posts vs Pages
- Themes Installation & Customization
- Plugin Installation & Management

Website Design & Customization

- Page Builders (Elementor Basics)
- Header & Footer Design
- Creating Responsive Layouts

- Forms Integration
- Contact Forms & WhatsApp Integration
- Basic CSS Customization
- Landing Page Design

E-Commerce with WooCommerce

- WooCommerce Setup
- Product Management
- Payment Gateway Integration
- Shipping Configuration
- Order Management
- E-commerce Website Project

SEO & Website Optimization

- On-Page SEO Basics
- SEO Plugins (Yoast / Rank Math)
- Speed Optimization
- Image Optimization
- Security Plugins
- Website Backup & Migration

Freelancing & Client Acquisition

- Introduction to Freelancing
- Creating Fiverr & Upwork Profiles
- Gig Creation & Pricing Strategy
- Client Communication
- Proposal Writing
- Handling International Clients
- Project Delivery Process
- Building Long-Term Clients

Personal Branding & Business Growth

- Building Personal Portfolio Website
- LinkedIn Optimization
- Social Media Marketing Basics
- Lead Generation Strategies

- Scaling Freelance Business
- Passive Income Ideas

Real-Time Projects

- Business Website
- Portfolio Website
- E-Commerce Store
- Landing Page for Client
- Final Client-Based Live Project

