Website Design & Development

CURRICULUM GUIDE

3 Months Program

Instructor:

Engineer Rizwan Bhatti

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Course Outline and Objectives

Module 1: Introduction to WordPress

- Overview of WordPress and its benefits
- Installing WordPress
- Understanding the WordPress dashboard and settings

Module 2: Website Planning and Structure

- Defining website goals and target audience
- Planning website structure and content organization
- Creating a wireframe for the website layout

Module 3: Theme Selection and Customization

- Choosing the right WordPress theme
- Installing and activating a theme
- Customizing the theme's appearance, colors, and fonts
- Working with theme options and settings

Module 4: Content Creation and Management

- Creating and managing pages, posts, and categories
- Formatting and styling content using the WordPress editor.
- Adding images, videos, and other media to the website
- Understanding and using WordPress plugins for additional functionality

Module 5: Customizing the Website's Look and Feel

- Using the WordPress Customizer for visual changes
- Modifying header, footer, and sidebar sections
- Customizing menus and navigation
- Adding widgets to enhance website functionality

Module 6: Optimizing the Website for Search Engines (SEO)

- Understanding SEO best practices
- Optimizing website titles, meta descriptions, and URLs
- Installing and configuring SEO plugins for WordPress
- Improving website speed and performance

Module 7: Responsive Design and Mobile Optimization

- Designing websites that are mobile-friendly
- Implementing responsive design principles
- Testing and optimizing the website for different devices and screen sizes

Module 8: E-commerce Integration (Optional)

- Setting up an online store using WordPress plugins
- Configuring payment gateways and shipping options
- Adding products, categories, and inventory management
- Managing orders and customer data

Module 9: Website Security and Maintenance

- Implementing security measures to protect the website.
- Regularly updating WordPress core, themes, and plugins
- Creating backups and restoring the website if needed
- Monitoring website performance and analytics

Module 10: Launching and Managing the Website

- Testing the website before going live
- Choosing a domain name and hosting provider
- Configuring DNS settings for website deployment
- Ongoing website management, updates, and maintenance

Module 11: Other Types of Website Designs

- Portfolio Site
- Services Site
- Newspaper Site
- Blogging sites

Module 12: Advance - Integrations

- Checkout to WhatsApp
- Payment Integration
- Chatroom Integration
- Language Translator integration
- Coding (HTML, CSS)

Module 13: Freelancing & Project Management

IN 15 DAYS, YOU WILL LEARN FREELANCING & PROJECT MANAGEMENT

- ❖ Learn about freelancing job concepts.
- ❖ Learn about freelancing Platform
- ❖ Learn account creations – Online Shop formations
- ❖ Create marketing kit – All social sharing posts
- ❖ Understand and Practice the creation of personal project & Its branding
- ❖ Learn to communicate and the art of sale generation
- ❖ Understanding of customer's need and project scope defining
- ❖ Do payment gateway finalization
- ❖ Write Proposals and submission
- ❖ Optimize business on Search Engines
- ❖ Learn CV creation
- ❖ Learn about job hunting

Module 14: 1 Month Internship

Students will:

1. Create portfolio
2. Work under senior' supervision
3. Perform daily tasks and learn work ethics
4. Learn the art of organizing folder and files
5. Learn office management

At the end of this course, student will be awarded with course certificate of 78 hours. Also will get internship letter for further job reference and portfolio verifications.