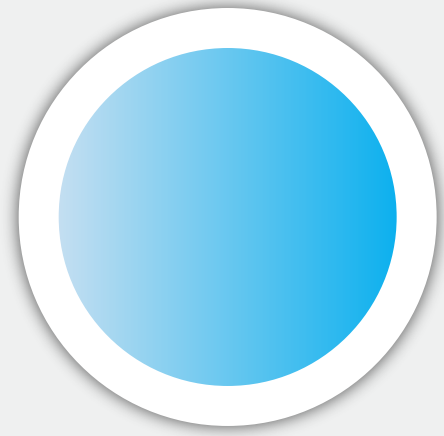


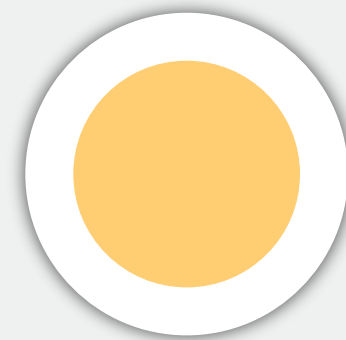
WORDPRESS DEVELOPMENT

Explore the dynamic world of WordPress web development and design, and launch your online career.





Course Description



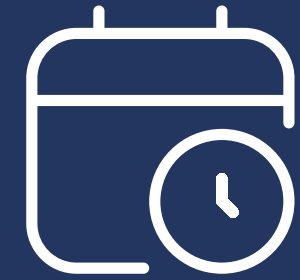
Unlock your potential with IDT's WordPress Web Design Course, designed for beginners and aspiring freelancers.

Over three months, you'll master:

- WordPress installation, dashboard, and plugin management
- Responsive design with Elementor & Gutenberg
- E-commerce websites using WooCommerce
- Hosting, domains, SEO, speed, and backups
- Real-world projects with live website launches

Develop a professional portfolio and get freelancing guidance to kickstart your web design journey.

Join us at Institute of Digital Technology (IDT) in Okara and build the skills to earn online and work with global clients.



Course Duration

Total 3 Month's & 2 Days/Week
3pm to 6pm



Learning Mode

Physical Classes



Course Fees

Rs. 15,000 / month
Total Course Fee Rs. 45,000

Target Audience

Aspiring Web Developers, Freelancers, Bloggers, Small Business Owners, Marketing Assistants, Virtual Assistants, E-commerce Store Owners, Designers, Content Creators, and anyone who wants to build, manage, and grow websites without coding — using the power of WordPress.

Software & Tools You Will Learn

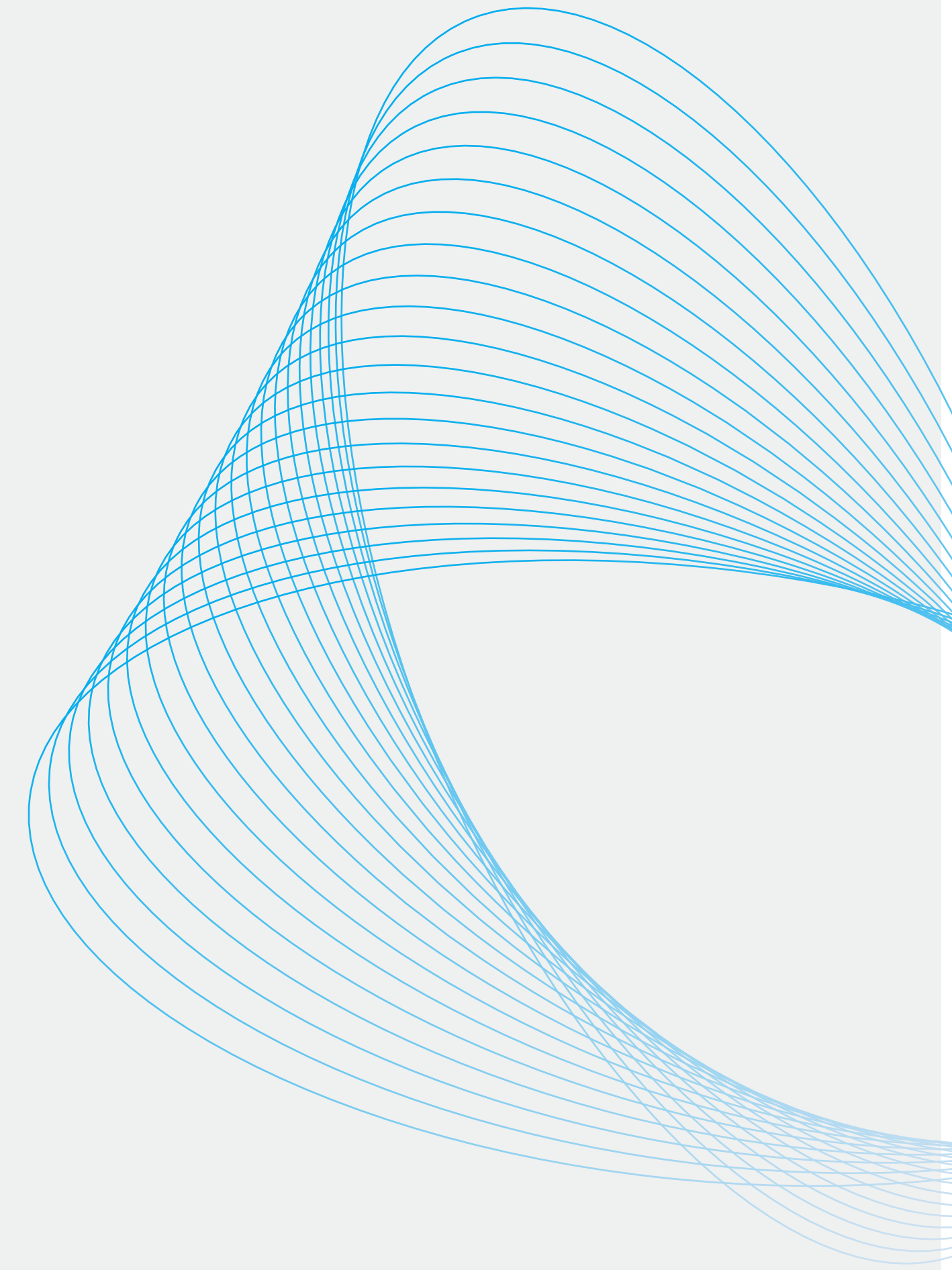
- WordPress CMS
- Elementor (Free & Pro)
- WooCommerce
- SEO Tools (Yoast, RankMath)
- Speed & Security Plugins
- cPanel & Hosting Setup

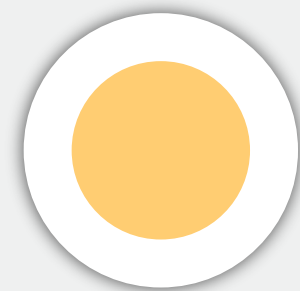


Course Objectives

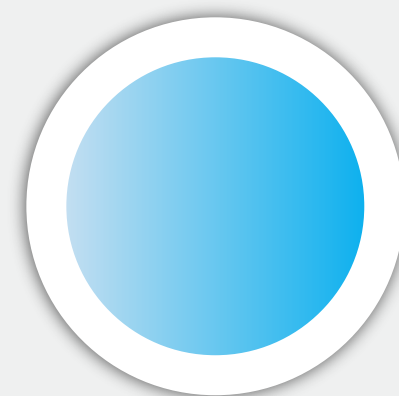
This course will help you:

- Learn how websites work from start to launch
- Use WordPress to build any type of website
- Design mobile-friendly pages with Elementor
- Add forms, popups, galleries, and animations
- Launch a blog, business website, or online store
- Understand basic SEO, speed optimization, and security





Certification



A Certificate from IDT will be awarded to students who successfully complete the course, finish their wordpress projects, and maintain 90% attendance.



Module 1: WordPress Basics

Overview:

Learn how websites work and set up your first WordPress site.

Key Topics:

- Introduction to CMS & Hosting
- Domain and cPanel Setup
- WordPress Dashboard Deep Dive
- Themes, Pages, Posts, Menus

Portfolio Project:

Launch a personal blog site using WordPress basics.

Career Options:

- WordPress Web Designer
- Frontend Website Editor
- Online Store Creator
- Freelance Web Developer
- Website Maintenance Expert
- Landing Page Designer
- SEO Assistant (WordPress)

Module 2: Elementor & Gutenberg

Overview:

Build modern, mobile-responsive websites without code.

Key Topics:

- Elementor Interface + Widgets
- Section, Column, Responsive Design
- Pre-built Templates + Custom Layouts
- Styling headers, footers, & forms

Portfolio Project:

Design a business website with home, services, and contact pages.

Career Options:

- Funnel Builder
- Appointment Booking Specialist
- Lead Capture Expert
- Landing Page Designer
- Form & Survey Integrator
- Sales Funnel Coordinator

Module 3: WooCommerce & Online Stores

Overview:

Learn how to build a complete online store using WordPress + WooCommerce.

Key Topics:

- Install & Configure WooCommerce
- Add Products, Categories, Filters
- Set Payment Gateways (Cash, JazzCash, Stripe)
- Manage Inventory, Coupons, Orders
- Shipping & Tax Settings

Portfolio Project:

Create a working online shop with test checkout flow.

Career Options:

- E-Commerce Store Developer
- WooCommerce Product Manager
- Online Shop Setup Expert
- Small Business Web Consultant
- Payment Integration Specialist
- Dropshipping Store Builder

Module 4: SEO, Speed, Security

Overview:

Learn how to make websites fast, secure, and optimized for Google.

Key Topics:

- SEO Plugins (RankMath)
- Mobile-Friendly Site Checks
- Image Compression & Lazy Loading
- SSL, Firewall, Backups
- Caching with litespeed

Portfolio Project:

Optimize your previous website for SEO & speed performance.

Career Options:

- WordPress SEO Assistant
 - Website Speed Optimizer
 - WordPress Security Consultant
 - SEO Content Editor
 - Technical SEO Executive
 - Site Maintenance Specialist
- 

Module 5: Personal Branding & Portfolio

Overview:

Build your own freelance brand and showcase your work.

Key Topics:

- Design your online portfolio
- Add testimonials, case studies, and services
- Link social media profiles
- Create blog content to boost SEO
- Setup Google Business Profile

Portfolio Project:

Publish your personal portfolio website with Elementor.

Career Options:

- Personal Portfolio Designer
 - Online Presence Strategist
 - WordPress Blogger
 - Freelancer Brand Consultant
 - Social Media-Linked Web Designer
 - Portfolio Website Developer
- 

Module 5: Freelancing & Earning Online

Overview:

Learn how to get clients and start earning with WordPress.

Key Topics:

- Fiverr, Upwork, and local clients
- Freelance Profile Setup
- Writing Winning Proposals
- Payment Methods (Payoneer, Bank Transfer)
- Handling Revisions, Reviews, and Scope

Portfolio Project:

Act as a web designer with real-world project assignment and client interaction.

Career Options:

- Freelance WordPress Developer
 - Fiverr/Upwork Website Expert
 - Remote Web Designer
 - Client Acquisition Specialist
 - Web Design Business Owner
 - Online Services Reseller
- 

Final Project & Certification

In the final month, students will:

- Combine all skills into a full website (blog, business, or store)
- Present your website to trainers for feedback
- Get personalized coaching on career or freelancing

Upon completion, students will receive:

- **Certificate of Completion** from IDT.
- Access to the **IDT Group** for continuous growth & support.



Frequently Asked Questions



Do I need to bring my own laptop?

Yes, it is essential to bring your personal laptop as the institute does not provide PCs.



Do I need coding knowledge?

No! This is a no-code course using drag-and-drop tools like Elementor.



Will I get a certificate?

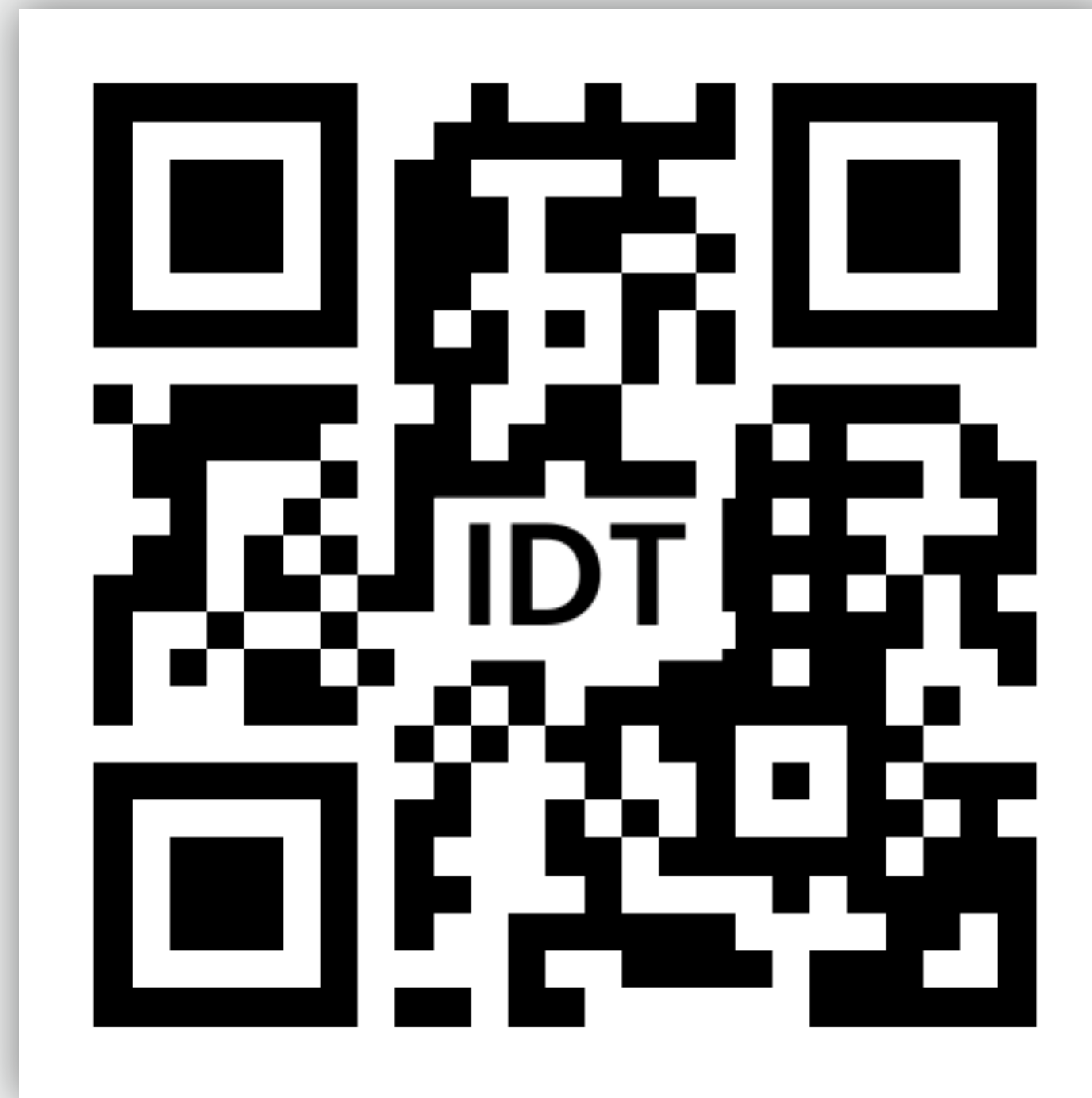
Yes. Upon completing the course and final project, you will receive an official certificate from IDT.



Is this an in-person or online course?

All sessions are conducted physically at our IDT Okara campus.

Wordpress Development



APPLY NOW!