



WordPress Website Development Program

Design. Build. Launch. – Professional Websites with WordPress

WordPress powers over 43% of the internet—making it the most popular and versatile platform for creating websites, blogs, eCommerce stores, and business portals. From personal brands to enterprise-level sites, WordPress provides unmatched flexibility, ease of use, and scalability—all without deep coding.





At **Certed Technologies**, our **WordPress Program** equips you with the skills to create stunning, functional, and SEO-optimized websites using themes, plugins, and visual builders.



Why WordPress? Why Now?

In today's fast-moving digital economy, **an online presence is no longer optional—it's essential**. WordPress is the backbone of modern web development due to its powerful CMS features, global community, and wide ecosystem of themes and plugins.

Now is the right time to master WordPress because:

-  **Demand is exploding** for freelance developers, digital marketers, and businesses needing online platforms
 -  **Visual tools and page builders** have made WordPress more accessible than ever
 -  **Job and freelance opportunities** in WordPress are growing across sectors
 -  You can **build and launch websites quickly**, even without prior coding experience
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Learn from WordPress Experts

This program is taught by **experienced WordPress developers and digital consultants** who have built high-converting websites for clients worldwide. Through live projects and real-time feedback, you'll gain practical skills to build, publish, and optimize websites that deliver results.



Program Highlights

Feature	Details
Duration	2 Months / 80+ Hours
Delivery Mode	Hybrid (Online + Offline)
Platform Used	WordPress.org / LocalWP / cPanel
Project Work	3+ Fully Functional Websites + 1 Capstone Website
Certifications	Certed Technologies Certificate + WordPress Developer Badge
Career Support	Portfolio Review, Freelancing Setup, SEO + Hosting Guidance



What You'll Learn



Module 1: WordPress Essentials

- Introduction to CMS and WordPress Ecosystem
- Installing WordPress via Hosting Panel and Local Environment
- Navigating WordPress Dashboard & Configuration Settings



Module 2: Themes, Templates & Page Builders

- Installing and Customizing Themes
- Elementor, WPBakery, Gutenberg Overview
- Menus, Widgets, Global Styles, and Templates



Module 3: Plugins and Functionality

- Installing Essential Plugins (Forms, SEO, Caching, Security)

- WooCommerce Setup for Online Stores
- Building Contact Forms, Sliders, Popups, and More

Module 4: Content Management & SEO

- Pages vs Posts, Categories, and Tags
- Media Library, Embeds, and Optimization
- On-Page SEO with Yoast SEO and RankMath

Module 5: Advanced Website Management

- Managing Users and Roles
- Backups, Migration, and Staging Sites
- Speed Optimization, Security Hardening & Analytics

Module 6: Capstone Project

- Build a Full-Scale Business or eCommerce Website
- Implement Custom Navigation, Contact Forms, Blog, Gallery, and CTA
- Host on Live Domain + Performance Review

Who Should Enroll?

Ideal for:

- CS/IT/BCA/MCA students seeking hands-on web development
- Freelancers and marketing professionals building websites
- Entrepreneurs launching business or eCommerce sites

- Designers interested in adding website development to their toolkit
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Career Outcomes

After completing this course, you'll be ready for roles like:

- WordPress Website Developer
- Frontend Web Designer (No-Code Stack)
- WooCommerce Store Builder
- Freelance Web Consultant
- SEO-Optimized Content Creator

Top Sectors Hiring WordPress Talent:

Education | E-commerce | Real Estate | Hospitality | Consulting | Blogging | Small Businesses

Tools & Platforms Covered

WordPress.org | Elementor | WooCommerce | Yoast SEO | RankMath | Google Analytics | cPanel | FileZilla | LocalWP | Mailchimp | Contact Form 7 | UpdraftPlus

Sample Project Ideas

- Personal Portfolio Website
- Travel Blog with Photo Gallery
- Online Store with Product Catalog and Checkout
- Business Website with Lead Capture Forms

- Booking System for Events or Appointments



Certification

Upon successful completion, receive a **Joint Certification from Certed Technologies and Industry Experts**, along with a **WordPress Developer Badge**—demonstrating your ability to design and launch real-world websites.



What Makes This Course Unique?

- ✓ Practical Projects You Can Publish
 - ✓ Learn to Build Full Websites from Scratch
 - ✓ WooCommerce Module for eCommerce Readiness
 - ✓ SEO Optimization & Hosting Guidance Included
 - ✓ Build a Showcase Portfolio for Clients or Employers
 - ✓ Career Mentoring + Freelancing Setup Support
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Upcoming Batch

Batch Start Date	Mode	Status
15 July 2025	Online	Open
22 July 2025	Offline	Few Seats Left
05 August 2025	Hybrid	Open



Custom WordPress Training for Colleges & Teams

Tailored WordPress programs for:



- Final Year Website-Based Projects

- Digital Marketing + Web Creation Labs
- Small Business Digitization Training
- Startup Website Bootcamps
- Freelancing & Gig Economy Preparation

Custom Options Include:

- Elementor-Only Track
- WordPress for Blogging + SEO Optimization
- WordPress + Google Workspace for NGOs/Startups
- WordPress eCommerce (WooCommerce) Track

Talk to an Advisor

 Email: support@certedtechnologies.com
 Call/WhatsApp: +91-8920158923 | +91-9009015026

Ready to Build & Launch Your Own Website?

“Master the world’s most powerful web platform—start building, earning, and growing with WordPress.”

[ Enroll Now] [ Request a Callback]

Frequently Asked Questions (FAQs)

1. Is coding required to use WordPress?

No. You can create powerful websites using visual tools and plugins.

2. **Can I build eCommerce websites with WordPress?**

Yes. We teach you how to build online stores using WooCommerce.

3. **Will I get hands-on experience?**

Yes. You'll work on real projects and launch at least one site live.

4. **Can this be used for my college final-year project?**

Definitely. You can build a full business, blog, or eCommerce site as your submission.

5. **Is freelancing or agency work possible after this course?**

Absolutely! We guide you on how to showcase your portfolio and find paid projects.

6. **Will hosting and deployment be taught?**

Yes. You'll learn domain connection, hosting setup, FTP, and live publishing.
