

Web Designing \$ Development course **(WORDPRESS)**



Our journey

2009

Started as The SMS World, delivering reliable bulk SMS services to businesses across India.



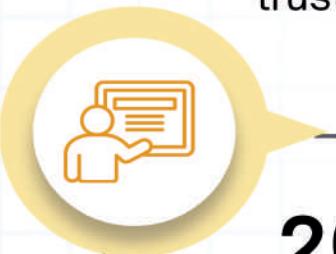
2020

Expanded to Chandigarh, offering Social Media Marketing, SEO, and Website Development for complete digital growth.



2024

Launched Digital Paaji, becoming a trusted digital partner inspired by the Punjabi spirit of “Paaji.”



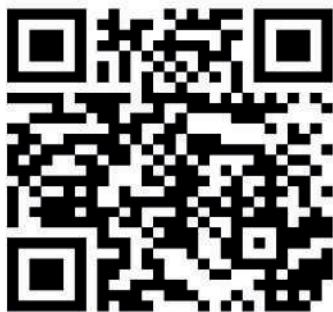
2025

Introduced Digital Paaji Academy, expanding from Digital Marketing to Graphic Design, Video Editing, & Website Designing.

Don't Take Our Word **LISTEN TO DIGIHEROS YOURSELF**



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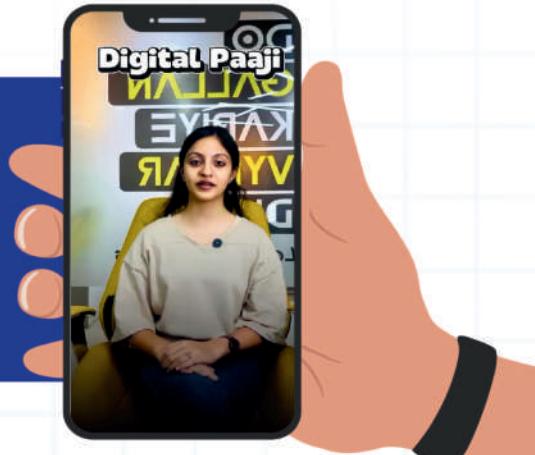
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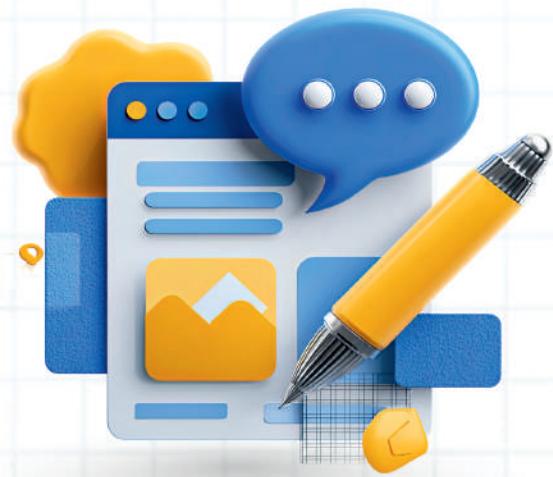


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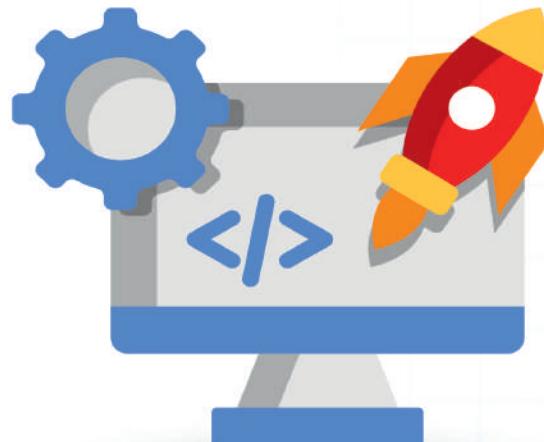
MODULE 1: Introduction to Web Design

- 👉 Web Design vs Development
- 👉 Domain, Hosting, DNS
- 👉 Types of Websites
- 👉 UI/UX Basics
- 👉 Wireframes & Layout Planning



MODULE 2: WordPress Basics

- 👉 Installing WordPress (Local + Hosting)
- 👉 Dashboard Overview
- 👉 Posts vs Pages
- 👉 Media Library
- 👉 Users & Roles



MODULE 3: Themes & Customization

- 👉 Installing Themes
- 👉 Customizer
- 👉 Child Theme Creation
- 👉 Theme File Structure
- 👉 Safe Editing Methods



MODULE 4: Elementor Page Builder (Master Module)

- 👉 Elementor Interface
- 👉 Containers vs Sections
- 👉 Global Styles
- 👉 Responsive Editing
- 👉 Template Building
- 👉 Popup Builder



MODULE 5: Essential WordPress Plugins

- Security, Backup
- SEO Plugins
- Cache & Speed
- Form Builders
- Analytics, SMTP, Redirections

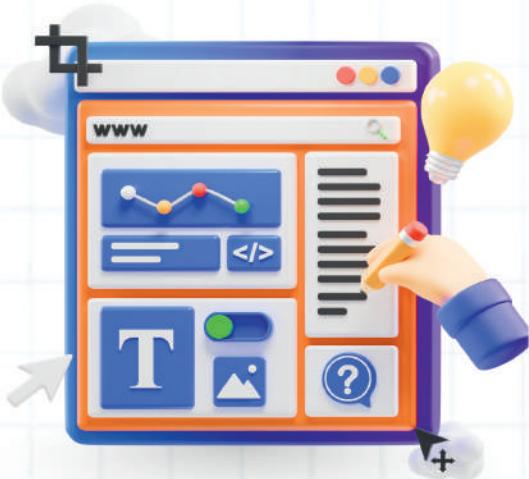
MODULE 6: HTML & CSS for WordPress

- 👉 Inspect Element
- 👉 Editing CSS in Elementor
- 👉 Adding Custom CSS
- 👉 Fixing Layout Issues
- 👉 Animations & Hover Effects



MODULE 7: Advanced Elementor Workflow

- 👉 Flexbox Containers
- 👉 Hero Sections
- 👉 Motion Effects
- 👉 Lottie Animations
- 👉 Reusable Blocks
- 👉 Full Website Templates



MODULE 8: Canva for Website Graphics

- Canva Basics
- Creating Hero Banners for Website
- Website Icons, Illustrations, Buttons
- Product banners / service graphics
- Website section backgrounds
- Canva → Web Export (PNG, JPG, WEBP)

MODULE 9: ACF + Custom Post Types

- 👉 ACF Field Types
- 👉 CPT Creation
- 👉 Dynamic Content
- 👉 Elementor + ACF Templates
- 👉 Loops & Repeaters



MODULE 10: Theme File Modifications

- 👉 Theme Hierarchy
- 👉 Editing header.php, footer.php, etc.
- 👉 Using Child Themes Safely
- 👉 Code Snippets Plugin
- 👉 Adding Tracking Codes



MODULE 11: WooCommerce

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- 👉 WooCommerce Setup
- 👉 Product Types
- 👉 Payment Gateways
- 👉 Designing Product + Shop Pages
- 👉 Cart & Checkout Customization
- 👉 Shipping Settings



- ## MODULE 12: Speed Optimization
- 👉 Image Compression, WebP
 - 👉 Preloading Fonts
 - 👉 Caching & Minification
 - 👉 Removing Heavy Plugins
 - 👉 Lightweight Themes



MODULE 13: Security & Maintenance

- 👉 Regular Backups
- 👉 Security Scans
- 👉 Safe Updates
- 👉 Spam Blocking
- 👉 SSL/HTTPS
- 👉 Malware Cleaning Basics



MODULE 14: Real Client Workflow

- Taking Requirements
- 👉 Creating Sitemap + Content Structure
- 👉 Choosing Theme Builder
- 👉 Homepage First Approach
- 👉 Designing Inner Pages
- 👉 Final QA + Speed Check
- 👉 Delivering Websites Professionally

MODULE 15: Hosting, Migration & Deployment

- 👉 Installing WordPress on Server
- 👉 DNS + Email Setup
- 👉 Subdomains
- 👉 Migration Tools
- 👉 Staging Sites



MODULE 16: Portfolio Projects

Students will make:

- 👉 Business Site
- 👉 Portfolio (ACF + CPT)
- 👉 Blog
- 👉 E-commerce
- 👉 Landing Page
- 👉 Resume Website



Final Exam + Certification

- 👉 Build a Full Website
- 👉 Speed, Design, Mobile Score
- 👉 Certification



Hear it from Our Learners



Navneet Kaur

After learning digital marketing from Digital Paaji Academy, I started my internship here itself! Now I'm also handling my own digital profile — growing every single day



Harsidak Singh

As a student at Digital Paaji Academy, I have developed strong digital marketing and graphic designing skills, which I am now utilizing as an intern at Digital Paaji.



Jasnoor Kaur

The course has equipped me with advanced skills in SEO, social media strategy, and online branding. It's been an excellent step towards accelerating my professional growth. All thanks to Digital Paaji Academy



Diya Arora

Digital Paaji Academy truly changed my career! The digital marketing course gave me real, practical skills that helped me start my own marketing work and take on freelance projects confidently. Highly recommend it to anyone who wants to grow in this field!



Smiles, Skills And Success Stories



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REVIEW



INSTAGRAM

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