

2 MONTHS / 8 WEEKS / 16 SESSIONS

Complete Web Development

From Skills to Income

Using WordPress and AI

Two teaching days per week. A practical journey through website fundamentals, client projects, and building a web design business.



THE PROJECTS YOU WILL BUILD

01 E-commerce

02 E-learning

03 Booking

04 Events

TAUGHT BY

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WordPress Web Developer & Trainer

THE COURSE AT A GLANCE

Your 8-week learning path

Two months. Two teaching days per week. Sixteen sessions in sequence.

MONTH 1

Basics and First Project

W01	Foundations & WordPress setup	1-2
W02	Design & responsive layouts	3-4
W03	WooCommerce & products	5-6
W04	Project completion & website demo	7-8

MONTH 2

Using AI to Build WordPress Websites

W05	Project review & Tutor LMS setup	9-10
W06	Tutor LMS Pro & design using AI	11-12
W07	E-learning demo, booking, events & AI	13-14
W08	Client acquisition & business seminar	15-16

PRACTICE BETWEEN SESSIONS

Complete the assigned hands-on work before the next session or week. Your completed Month 1 assignment is reviewed on Day 9.

WEEK 1 / MONTH 1 / BASICS AND FIRST PROJECT

Foundations & WordPress Setup

Days 1 & 2 | Two teaching sessions

DAY 01

Introduction & Local Installation

- Course introduction: what a website really is and how it works.
- Why WordPress? WordPress.org vs. WordPress.com.
- Domains, hosting, and subdomains.
- Install a local hosting environment and install WordPress locally.

DAY 02

The WordPress Dashboard

- Clean up the WordPress dashboard.
- Explore Posts, Pages, Comments, Appearance, Themes, Plugins, and Settings.
- Install a theme and Elementor as the page builder.
- Create the Home page.

WEEK 1 ASSIGNMENT

Repeat all the Week 1 activities and complete them before Week 2.

WEEK 2 / MONTH 1 / BASICS AND FIRST PROJECT

Design

Days 3 & 4 | Two teaching sessions

DAY 03

Design the Home Page

- Create a Coming Soon page.
- Prepare the design concept, media, and content.
- Design the Hero, Categories, and Our Products sections.
- Design the Why Choose Us, Testimonials, and Contact Us sections.

DAY 04

Navigation & Responsive Design

- Create the navigation menu.
- Set up the header and footer.
- Set up Fluent Forms.
- Make the website responsive.

WEEK 2 ASSIGNMENTS

Practice the Day 3 design work. Complete all Week 2 hands-on activities before starting WooCommerce in Week 3.

WEEK 3 / MONTH 1 / BASICS AND FIRST PROJECT

WooCommerce

Days 5 & 6 | Two teaching sessions

DAY 05

Store Settings & Payments

- Configure general settings and product settings.
- Understand tax types and set up tax rates.
- Set up shipping methods and local shipping.
- Configure manual payment: Cash on Delivery.
- Review account and security settings.

DAY 06

Products & Variations

- Create a simple product.
- Create a simple product with inventory tracking.
- Create different product attributes.
- Create a variable product with color and size attributes.

WEEK 3 ASSIGNMENTS

Complete the Day 5 assignment before Day 6. Complete all Week 3 work before Week 4.

WEEK 4 / MONTH 1 / BASICS AND FIRST PROJECT

Project Completion

Days 7 & 8 | Two teaching sessions

DAY 07

Product Displays & the Shop Page

- Display products on the Home page.
- Display best-selling products.
- Display featured products.
- Customize the Shop page.

DAY 08

Website Demo, Testing & Reflection

- Demonstrate the completed website.
- Test the work completed during Month 1.
- Place an order.
- Reflect on the project and review the Month 1 assignment.

MONTH 1 ASSIGNMENT

Prepare and complete the full Month 1 assignment before Day 9 in Month 2.

WEEK 5 / MONTH 2 / USING AI TO BUILD WORDPRESS WEBSITES

Project Review & Tutor LMS Setup

Days 9 & 10 | Two teaching sessions

DAY 09

Review & Month 2 Preparation

- Review the completed Month 1 assignment.
- Prepare for Month 2: e-learning, booking, and event websites using AI.

DAY 10

Build the E-learning Foundation

- Install a theme and useful plugins.
- Install and set up Tutor LMS.
- Explore video hosting platforms and free video hosting.
- Set up Bunny video hosting.
- Create a free course and a paid course.

WEEK 5 ASSIGNMENT

Complete this week's practical work before Week 6.

WEEK 6 / MONTH 2 / USING AI TO BUILD WORDPRESS WEBSITES

Tutor LMS Pro & Design Using AI

Days 11 & 12 | Two teaching sessions

DAY 11

Tutor LMS Pro Features

- Activate Pro addons and connect social logins.
- Create an H5P quiz.
- Create a certificate and set up certificate verification.
- Create one more course using Pro features.
- Connect manual payments and local payments.

DAY 12

Design the Website Using AI

- Prepare the design concept and media.
- Create a full-page Elementor JSON file.
- Upload the file to the site.
- Replace the media.

WEEK 6 ASSIGNMENT

Complete the Week 6 practical work before Week 7.

WEEK 7 / MONTH 2 / USING AI TO BUILD WORDPRESS WEBSITES

Project Demo & Integrations

Days 13 & 14 | Two teaching sessions

DAY 13

E-learning Demo, Booking & Events

- Demonstrate the e-learning project.
- Add booking functionality.
- Add events.

DAY 14

Website Tools & AI Connections

- Integrate WhatsApp.
- Set up search engine optimization (SEO).
- Configure website security.
- Connect AI through Model Context Protocol (MCP).
- Build a full website using AI.

NEXT WEEK

Move from building websites to acquiring clients in Week 8.

WEEK 8 / MONTH 2

Client Acquisition

Day 15 | Getting your first clients and building your portfolio

01

First client

Offer to build the website for free, with the client paying only for the domain and hosting. Use the payment to buy the domain and hosting, and complete your first client project.

02

Second client

Offer the same arrangement. Use your existing hosting, buy a domain for this client, and retain the hosting fee.

03

Third client

Charge for the domain, hosting, and a small design fee. Host the website on your existing plan, buy the client's domain, and retain the hosting fee and design fee.

04

Build your own portfolio

Buy your own domain and use the existing hosting. Design your own Home page and showcase the client work you have completed.

05

Keep growing

Offer maintenance services to some clients. Gradually increase the amount you charge for each new client.

WEEK 8 / MONTH 2

Turn Your Skills into a Business

Day 16 | Closing seminar based on the supplied book

01 Connect your work to business outcomes

Explain how a website can help a client gain sales, reduce workload, or solve a pressing business problem. Make these outcomes central to the offer.

Chapters 1-2

02 Understand value and business priorities

Explore why clients pay for useful results. Consider the owner's priorities when shaping your service and explaining its value.

Chapters 3-4

03 Discover problems through conversation

Listen to the business owner, ask about their challenges, and understand the situation before proposing a solution. Begin with problems you can solve.

Chapters 5-6

04 Find opportunities through existing trust

Identify people who already know you and ask for introductions to business owners who could benefit from your help.

Chapter 7

05 Use completed work to win larger projects

Describe the problem each past project addressed and the results achieved. Connect this evidence to a new client's needs.

Chapter 8

06 Develop your business beyond individual projects

Build sales, communication, and marketing skills. Keep a longer-term business goal, take small practical steps, and seek a supportive community.

Chapters 9-12

SEMINAR SOURCE

Rob Anthony O'Rourke, The \$1,000,000 Web Designer Guide (2021), Chapters 1-12. Lesson summaries are paraphrased and adapted for this course.