Build websites. Build your future.

Complete Web Development

From Skills to Income Using WordPress and AI

1 MONTH / 4 WEEKS / 8 SESSIONS

Two teaching days per week

Your learning journey

WEEK 01

Foundations & Design

Day 1 + Day 2

WEEK 02

WooCommerce & First Project

Day 3 + Day 4

WEEK 03

Tutor LMS & AI Design

Day 5 + Day 6

WEEK 04

Integrations & Business

Day 7 + Day 8

Offline training available | Online course coming soon

Eight practical sessions, with assignments and hands-on practice between teaching days.

Day 1

Foundations & WordPress Setup

- 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.
- 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.

PRACTICE & NEXT STEP

Practice the local installation, WordPress setup, and Home page before Day 2.

Day 2

Design with Elementor

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

PRACTICE & NEXT STEP

Complete all Week 1 design practice before Week 2.

Day 3

WooCommerce

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

PRACTICE & NEXT STEP

Complete the WooCommerce settings and product practice before Day 4.

Day 4

Project Completion & Testing

- Display products on the Home page.
- Display best-selling products.
- Display featured products.
- Customize the Shop page.
- Demonstrate the completed website.
- Test the work completed during Weeks 1-2.
- Place an order.
- Reflect on the project and review the first project assignment.

PRACTICE & NEXT STEP

Complete the first project assignment before Day 5.

Day 5

Project Review & Tutor LMS

- Review the completed first project assignment.
- Prepare for Weeks 3-4: e-learning, booking, and event websites using AI.
- 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.

PRACTICE & NEXT STEP

Complete the Tutor LMS and course creation practice before Day 6.

Day 6

Tutor LMS Pro & AI Design

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

PRACTICE & NEXT STEP

Complete all Week 3 practice before Week 4.

Day 7

Demo, Booking & Integrations

- Demonstrate the e-learning project.
- Add booking functionality.
- Add events.
- Integrate WhatsApp.
- Set up search engine optimization (SEO).
- Configure website security.
- Connect AI through Model Context Protocol (MCP).
- Build a full website using AI.

PRACTICE & NEXT STEP

Complete the demo and integrations practice before Day 8.

Day 8

Clients, Portfolio & Business

- First client: offer to build the website for free, with the client paying only for the domain and hosting. Use the payment to buy them and complete your first client project.
- Second client: offer the same arrangement. Use your existing hosting, buy this client's domain, and retain the hosting fee.
- Third client: charge for the domain, hosting, and a small design fee. Use your existing hosting, buy the domain, and retain the hosting and design fees.
- Buy your own domain, use the existing hosting, and design your portfolio Home page to showcase your work.
- Offer maintenance services to some clients. Gradually increase the amount you charge for each new client.
- Connect your work to business outcomes: help clients gain sales, reduce workload, or solve a pressing problem. (Chapters 1-2)
- Understand value and business priorities when shaping your service. (Chapters 3-4)
- Discover problems through conversation: listen before proposing a solution. (Chapters 5-6)
- Find opportunities through people who already trust you and ask for introductions. (Chapter 7)
- Use the problems solved and results achieved in past projects to win larger projects. (Chapter 8)
- Develop sales, communication, and marketing skills; keep a longer-term goal, take small practical steps, and seek support. (Chapters 9-12)

Seminar adapted from The $1,000,000 Web Designer Guide by Rob Anthony O'Rourke (2021).

PRACTICE & NEXT STEP

Final session: client acquisition, portfolio, and business seminar.