Marketing Habs

WordPress Website Design Course

Curriculum & Syllabus — with Basic SEO

Duration: 6 weeks
18 classes total
Format: 3 classes/week
Instructor: Adeel Ahmad

A hands-on WordPress course covering site building with page builders, plugins, and a dedicated basic SEO module so every student launches with a search-optimized website.

Weekly Curriculum & Syllabus

Week 1 — WordPress Fundamentals

- **Class 1:** Domain, hosting, WordPress installation
- **Class 2:** Dashboard walkthrough, themes vs page builders
- **Class 3:** Installing & configuring Elementor (or chosen builder)

Week 2 — Building Core Pages

- **Class 1:** Homepage design
- **Class 2:** About, Services, Contact page design
- **Class 3:** Menus, headers, footers

Week 3 — Plugins & Functionality

- **Class 1:** Essential plugins (forms, security, caching)
- **Class 2:** Contact forms, popups, sliders
- **Class 3:** Blog setup & post design

Week 4 — Basic SEO for WordPress

- **Class 1:** SEO plugin setup (Rank Math/Yoast), title & meta descriptions
- **Class 2:** Sitemap, permalinks, image alt text
- **Class 3:** Site speed basics, mobile responsiveness checklist

Week 5 — Polish & Launch

- **Class 1:** Responsive design testing, cross-browser checks
- **Class 2:** Backups, security basics, SSL/HTTPS
- **Class 3:** Pre-launch checklist & going live

Week 6 — Growth & Freelancing

- **Class 1:** Client project — build a mini site from scratch
- **Class 2:** Freelance pricing, client onboarding, proposals
- **Class 3:** Final presentation & certification

Notes

Ends with a client-style mini site build and certification. Basic SEO module (Week 4) covers everything needed to launch search-ready; students wanting deeper SEO can follow up with the Complete SEO Mastery Course.