Freelance Website Developer Course - Syllabus

⚲ Module:1 - Website Development and SEO

• Understanding What is a Website and its Importance to Business Growth.

• Understanding different sections of a website

• Understanding Domain, Hosting, SSL, business mail, themes, plugins, ect.

• Understanding *WordPress*

• Page building using *Elementor* plugin

• Free subdomain and hosting setup - infinityfree

• Building a personal website

• Custom header and footer Development

• Building a single page business website

• Building a multi page business website

• Mobile and tablet optimization

• Contact form

• Social media integration

• WhatsApp chat button

• Google map integration

• Backup and migration

• Website Security and 2FA

• Multi colour, Gradient and highlighted Text development

• SEO Basics using *Yoast SEO*

• Google business profile

Setting Up an E-commerce Website

• Introduction to E-commerce

• Installing and Configuring WooCommerce

• Adding and Managing Products (Simple, Variable, Digital)

• Configuring Payment Gateways and Shipping Methods

• Managing Orders and Customers

-

💡 Module:2 - How to find National and international clients?

• Inbound and Outbound marketing

• Cold calling and Cold mailing

• Offline Marketing (Free &Paid Methods)

• Digital Marketing (Free &Paid Methods)

• Marketing Automation

• Business Directories

• Content marketing (LinkedIn, FB and Insta)

• Facebook and Instagram Ads

• Google ads basics

💡 Module:3 - Freelancing Mastery

• What is freelancing?

• Freelancer mindset

• Road map of making *1 Lakh per month*

• Freelance Web developer *SOP*

• Designing Website Logo, favicon and ad poster using *Canva*

• Eye catching caption writing

• How to Use different *AI Tools* for boosting productivity

• Using AI tools for content generation and marketing
• Emotional Marketing
• *High ticket Sales closing* techniques