MS DIGITAL INSTITUTE

India's
1st
premium
agency-styled WordPress learning institute

- **5000+** *careers transformed*
- **2 months** *of Interactive Online Training*
- **110%** *Highest salary hike*
- ***Conducive*** *Ambience*
- *Trained by **10+ Industry Practitioners***

CAREER IN WORDPRESS

6 Reasons to Learn WordPress For Better Career Opportunities

Easy
Customization & Flexibility

WordPress allows you to customize every part of the site easily, extend the functionalities using different plugins, change themes, or develop & use your own theme/plugin.

Most Popular CMS
in The World

WordPress is used by more than 43% of websites in the world. This is a big number, which means opportunities are massive in this field.

High Salary
Packages

The average salary of a WordPress web developer in India is INR 4 LPA. Experienced designers & developers earn over INR 10 LPA.

Flexibility & Freelance
Opportunities

If you have the skills to build WordPress websites, you can grab high-paying freelance projects and work on national & international projects.

Easy To
Learn For Beginners

WordPress is your way-to-go platform if you have an interest in website designing or blogging without skills in coding. Anyone can learn it easily with proper guidance.

WordPress
is Open Source

It is an open-source content management system (CMS), allowing you to build features & functionalities the way you like, enhance the existing site, or develop your own themes and plugins.

Who Should Learn **WordPress?**

As the most popular content management system (CMS) in the world, WordPress is being used by top brands like Sony, Spotify, Microsoft, New York Times, Mozilla & many more. You can learn how to design WordPress websites with first-rate training from our team.

College Student

You can start learning WordPress right from your college time, start your own blog, or create a business website.

Graduate

Recent graduates can learn WordPress website design, explore great opportunities, and build a career in it.

College Dropout/Job Seeker

Not sure which career is right for you? Not finding any jobs? Learn WordPress with us to land your first job.

Freelancer

You can easily find freelance opportunities that pay high for designing WordPress websites and setting up blogs.

Bloggers

WordPress is the go-to platform for effortless blogging. If you have the zeal to blogging, you must learn WordPress.

Web Designers

Whether you are a beginner or an experienced web designer, you can learn WordPress and add a new skill set to your profile.

Business Owner

As a business owner, you can learn it for yourself or choose our corporate training program to upskill your team/new joiners.

Looking to Switch Career

Not satisfied with your current job profile? You can learn WordPress and make a career switch to it.

Certification

MS DIGITAL INSTITUTE

Sl.No.MSDI23001A

CERTIFICATE
OF COURSE COMPLETION

CERTIFIED WEBSITE DEVELOPMENT EXPERT

THIS IS TO CERTIFY THAT

Rishabh Banshal

HAS SUCCESSFULLY COMPLETED
Website Development Course

CERTIFIED

28-08-2023
DATE

Mohd Shahzad

MOHD. SHAHZAD
FOUNDER

A BRIEF ABOUT
MS DIGITAL INSTITUTE
INDIA'S MOST TRUSTED IT TRAINING INSTITUTE

MS Digital Institute is a leading IT training institute and software development company based in Kanpur. Since 2010, MS Digital Institute has trained 7,000+ students and offered internship opportunities to 3,500+ candidates.

With an expert team of trainers in various technological fields, the institute has helped thousands of students across India and other Asian countries to acquire new skills and explore high-paying career opportunities.

Our learners are working at startups, top companies, and brands across India and globally.

2 MONTHS WORDPRESS COURSE SYLLABUS

Main Modules

- Introduction to WordPress
- WordPress Pages, Posts, and Menu
- Setup Permalinks, Widgets, Site Logo
- Most Useful WordPress Plugins
- Contact Form 7, Mail Configuration, and SMTP
- Translate, WP Forms, and Other Plugins
- WordPress User Roles
- Elementor Page Builder Plugin
- Elementor Addons Plugin
- Creating eCommerce Sites
- Elementor Pro
- Best SEO Plugins
- Image Optimization Plugins
- WordPress Cache Plugins to Speed Up a Site
- International Freelancing
- Website Development Agency Formation
- Lead Generation
- Data Scraping
- WordPress Projects (Practical)
- Resources Library
- One Month Menternship

Training Course Curriculum
- Tools taught inside the class are subject to change according to new technologies.
- Certain topics under modules are subjective to change according to the latest trends.

Introduction

- What is a Website and What is WordPress, its advantages, etc.
- What is a Domain name and Web Hosting and How do buy them?
- cPanel Introduction, Business Email, SSL, and WordPress Installation

WordPress Pages, Posts, and Menu

- How to create WordPress pages?
- How to create a menu in WordPress?
- Create a subpage in WordPress
- Enable/disable the option on the WP page
- How to publish a post on WordPress?
- How to create categories and add them to the menu?
- Adding Child Category in WordPress
- Set Posts Limit Per Page In WordPress
- Post Excerpt in WordPress
- How to set any page as a Homepage
- in WordPress?
- Blog page setup
- Approve, Edit, or Delete Comments
- in WordPress Post
- How to Create a Custom Menu in WordPress?

Setup Permalinks, Widgets, Site Logo

- Change permalinks in WordPress
- Different types of WordPress widgets
- Use Calendar widget
- Recent post widget
- Change Logo & Website Title
- Create a Footer Section using the widget RSS Feeds widget

Most Useful WordPress Plugins

- Add Visitor Counter
- Add Image Gallery in WordPress (FooGallery Image Gallery Plugin)
- How to Schedule WordPress Posts?
- Organize WordPress Media Library
- Use Simple Meta Slider in WordPress
- Simple Meta Theme Option
- Carousel slider in WordPress
- Create a Mobile Responsive Menu
- Hide Default Theme Mobile Menu
- in WordPress
- Password Protect Page or Post in WordPress
- Increase the WordPress Maximum
- Upload File Size
- Duplicate Post in WordPress
- Create a Slider in WordPress
- (Using Smart Slider Plugin)
- Add Buttons & Headings in Slideshow
- Block Editor to Classic Editor
- Recent Posts with Thumbnails
- Custom Post Order in WordPress

Contact Form 7, Mail Configuration, and SMTP

- Add Contact Form 7 in WordPress
- Setup WP SMTP in WordPress with Contact Form 7 on Localhost
- Add Radio Button in Contact Form 7
- Add CheckBox in Contact Form 7
- Add Select box or Dropdown List in Contact Form 7
- Add Quiz Option in Contact Form 7
- Add File Attachment in Contact Form 7
- Add a Date Picker Option in Contact Form 7

- Display Contact Form 7
- Redirection of Contact Form 7 to a Thank You Page
- Pop Up Message for Contact Form 7
- Add Google Recaptcha to Contact Form 7

Translate, WP Forms, and Other Plugins

- Add WP Date picker
- Add Google Translate in WordPress
- Add Google Maps in WordPress
- Add Google Fonts in WordPress
- Add Google Forms in WordPress
- Change or remove the Footer copyright text
- Embed PDF on Your WordPress Website
- Easily Hide Widget Title in WordPress
- Change the Text Colour in WordPress
- Change the Font Size in WordPress
- Add Tables in WordPress Without Plugin
- Add Tables Using TablePress Plugin
- in WordPress
- Open External Links in a New Tab
- Add YouTube Video to WordPress
- Add Video gallery in WordPress
- Add Google Fonts in WordPress
- Add WhatsApp Chat to WordPress Website
- Embed Twiter Tweets on WordPress Website
- Add Facebook Comments on WordPress
- Add Bing Map in WordPress
- Add Privacy Policy in Footer Section
- Disable Right Click On WordPress Website
- Create Contact Form Using WP Forms Plugin
- Redirection of WP Forms to the Thank You Page
- Add Call Now Button on WordPress

WordPress User Roles

- Create Users & Roles in WordPress
- Change Password in WordPress Dashboard
- Reset a WordPress Password using phpMyAdmin Create
- User Management System
- On WordPress Website

Elementor Page Builder Plugin

- Create Column Layouts With Elementor
- Edit Text Editor in WordPress with Elementor
- Add Text Heading with Elementor
- Add Image and Video With Elementor
- Add MAP with Elementor
- Adding Buttons With Elementor
- Adding Dividers
- Adding Image Box
- Adding Spacebar
- Adding Tab designs
- Adding Spacer
- Adding Icons and Icon box
- Adding Toggles
- Adding Accordion
- Adding Start Rating
- Adding Social Icons
- Adding Image Carousel and Slider
- Adding Progress Bar
- Adding Number Counters

Elementor Addons Plugin

- Elementor Header Footer Builder
- Essential Addons for Elementor

WooCommerce Plugin for Creating eCommerce Sites

- What is WooCommerce?
- Install and Setup the Woocommerce Plugin
- Install WooCommerce Storefront Theme
- Set Default Woocommerce Page
- Create a Basic Page
- WooCommerce Settings
- Create First Product in WooCommerce
- Create Product Categories and Add Product Categories to Menu
- Filter Option on Product Page
- Setting up the Taxes in WooCommerce
- Shipping Option in WooCommerce
- Create Coupons with WooCommerce
- Add Variable Product In WooCommerce (Different Prices & Images)
- WooCommerce Cart Page on a WordPress Site
- WooCommerce Checkout Page
- Add Cash on Delivery Payment Method in WooCommerce
- Add Razorpay Payment Gateway in WooCommerce

Elementor Pro

- Add Portfolio Section in WordPress
- Add Pro Gallery in WordPress
- Add Pro Slider in WordPress
- Add Animated heading
- Add Post list in WordPress
- Add Testimonial slider
- Flip Box in WordPress
- Add Call to Action Block
- Add Countdown Block
- Add Media Carousel
- Add Price List in WordPress
- Add Price Table in WordPress

- Add Template in WordPress
- Add a Section in the WordPress
- Add Forms in WordPress
- Add Reviews
- Add Facebook Page
- Add WooCommerce Product List

Best SEO Plugins

- Yoast SEO
- Rank Math SEO
- All in One SEO (AIOSEO)

Image Optimization Plugins

- WP Compress– Image Optimizer [All-In-One]
- Smush – Lazy Load Images, Optimize
- and Compress Images

WordPress Cache Plugins to Speed Up a Site

- WP-Optimize
- WP Rocket
- W3 Total Cache

International Freelancing

Take charge of your own career. Find International Clients and learn how to close deals in dollars. To land the right client, being at the right place at the right time is important. And by pushing yourself to produce amazing content, the clients will start coming to you. This module will help you become an international freelancer as we will help you tie up with some of the biggest Freelance Marketplaces and help you get your first or next international client.

- How to choose your highly profitable skill
- How to identify and target your dream clients
- How to package and price your services
- How to create an attractive portfolio
- How do attract and get your 1st or Next
- High Paying client Organically How to close the deals and get paid
- How to set up your Freelancing account on Fiverr & Upwork

Website Development Agency formation

Introduction to Website Development Agencies
- Understanding the role and significance of Website Development agencies
- Market research and identifying your niche

Agency Business Setup
- Legal considerations and business structure
- Building a brand identity for your agency
- Developing a business plan and setting realistic goals

Client Acquisition and Relationship Building
- Prospecting and attracting potential clients
- Pitching your agency's services effectively
- Establishing long-term client relationships

Team Building and Outsourcing
- Hiring and managing a team of Website Development professionals
- Outsourcing tasks and leveraging freelancers and agencies

Pricing Strategies and Contracts

- Setting competitive pricing for your services
- Crafting effective client contracts and agreements

Website Development Tools and Software

- Exploring essential tools for digital marketing agencies
- Maximizing efficiency and productivity

Agency Growth and Scaling

- Strategies for scaling your agency and increasing revenue
- Expanding your service offerings and client base

Agency Branding and Marketing

- Promoting your agency through branding and marketing efforts
- Building a strong online presence and reputation

Lead Generation

Introduction to Lead Generation

- Understanding the significance of lead generation in marketing
- The role of leads in the sales funnel and business growth

Identifying Your Target Audience

- Profiling and segmenting your ideal customer personas
- Conducting market research to pinpoint your target audience

Lead Magnet Creation

- Crafting irresistible offers and lead magnets to capture prospects' attention
- Designing compelling landing pages and opt-in forms

Effective Content Marketing

- Creating valuable and engaging content that attracts and educates potential leads
- Leveraging various content types, including blogs, videos, eBooks, and webinars

Social Media and Lead Generation

- Harnessing the power of social platforms to connect with and capture leads
- Strategies for lead generation on different social media channels

Email Marketing for Lead Nurturing

- Building and nurturing relationships with leads through email marketing
- Creating automated email sequences and drip campaigns

Paid Advertising for Lead Generation

- Developing effective paid advertising campaigns to acquire leads
- Budgeting, targeting, and optimizing ad spend for maximum ROI

Lead Scoring and Qualification

- Implementing lead scoring systems to prioritize and qualify leads
- Identifying sales-ready leads for conversion

CRM and Lead Management

- Leveraging Customer Relationship Management (CRM) systems for lead tracking and management
- Integrating CRM with your lead generation efforts

Conversion and Measurement

- Strategies for converting leads into paying customers
- Analyzing lead generation metrics and optimizing campaigns for success

Data Scraping

Introduction to Data Scraping

- Understanding the importance of web data scraping in various industries
- Legal and ethical considerations in data scraping

Web Technologies and Protocols

- Exploring the fundamentals of web technologies (HTML, CSS, HTTP, etc.)
- Understanding how websites structure and deliver data

Choosing the Right Tools

- Evaluating data scraping tools and frameworks
- Selecting the best tools for your specific data extraction needs

Basic Web Scraping

- Initiating your first web scraping project
- Extracting structured data from static web pages

Advanced Web Scraping Techniques

- Handling dynamic and interactive web pages
- Scraping data behind login walls and forms

Data Parsing and Cleaning

- Structuring and cleaning scraped data for analysis
- Converting data into usable formats (CSV, JSON, etc.)

Scalability and Efficiency

- Scaling your data scraping operations for large-scale projects
- Optimizing scraping efficiency and reducing errors

API Scraping and Integration

- Extracting data from APIs (Application Programming Interfaces)
- Integrating scraped data into your applications or analysis tools

Data Storage and Management

- Managing and organizing scraped data efficiently
- Exploring database options for storing and retrieving data

Ethical Considerations and Compliance

- Navigating ethical and legal challenges in data scraping
- Ensuring data privacy and respecting website terms of service

WordPress Projects (Practical)

- How to create a blogging website?
- How to build a one-page WordPress website?
- How to create a landing page?
- How to design an Education website on WordPress?
- How to design a Travel website on WordPress?
- How to create an eCommerce Website on WordPress?

Resources Library

- Resources Library 1k+ Pro Tools
- Free of Cost
- Ebooks
- Templates

ONE MONTH MENTERNSHIP

India's Only Agency-Based

WordPress Development Training Institute