



APEX ACADEMY

6-MONTH WEB DESIGN & WORDPRESS MASTERY

Career-Oriented Professional Certificate Course

DURATION	6 Months	MODE	Theory + Practical
LEVEL	Beginner to Advanced	PROJECT	1 Complete Live Website
CAREER FOCUS	Web Designer • WordPress • Freelancer	CERTIFICATE	Course Completion Certificate

From Design to Live Website — Learn, Build & Create Your Digital Portfolio.

Website & Internet Basics

- Internet aur website kaise kaam karti hai
- Client, Server aur Web Browser
- Domain Name aur Web Hosting ka concept
- Website structure aur basic workflow

UI/UX & Visual Design

- UI/UX Design Fundamentals
- Website Wireframe & Layout Planning
- Canva for web graphics
- Figma for UI design
- Website banner aur social media graphics
- Logo Design Basics
- Basic 3D Graphics
- Color Theory & Color Combination
- Typography & Font Selection
- Professional Website Design Principles

PRACTICAL PROJECT

Practical Project: Apni website ka homepage wireframe + complete graphic design

HTML5

- HTML ka introduction aur basic structure
- Headings, paragraphs aur text formatting
- Images, links aur lists
- Tables aur HTML Forms
- Buttons, Audio & Video
- Basic Semantic HTML

CSS3 & Responsive Design

- Colors, backgrounds, fonts aur typography
- Borders, shadows, margin aur padding
- Width, height, display aur position
- Flexbox Basics
- Basic Grid Layout
- Responsive Design
- Mobile & Tablet Optimization

PRACTICAL PROJECT

Practical Project: HTML & CSS se complete responsive business website

MONT H 3 WORDPRESS SETUP & THEME CUSTOMIZATION

Start Building Professional Websites

WordPress Setup

- WordPress Introduction
- WordPress.com vs WordPress.org
- Local Server Setup — XAMPP / WAMP
- Local WordPress Installation
- WordPress Dashboard & General Settings
- Users & User Roles

Content & Theme Management

- Pages & Posts
- Categories & Tags
- Media Library
- Menus & Navigation
- Themes Installation
- Astra Theme Setup
- Theme Customization
- Header & Footer Design
- Homepage Setup
- Basic Website Structure

PRACTICAL PROJECT

Practical Project: WordPress par ek professional business/school website

Elementor Essentials

- Elementor Introduction & Setup
- Sections, Containers & Layouts
- Columns, Text & Image Widgets
- Buttons & Icons
- Image Gallery & Sliders
- Video Sections & Forms

Professional Page Design

- Call-to-Action Sections
- Header & Footer Design
- Custom Page Design
- Landing Page Design
- Responsive Design
- Mobile & Tablet Optimization
- Basic Animation & Effects

Landing Page Projects

- School Website
- Coaching / Academy Website
- Clinic Website
- Business Website

PRACTICAL PROJECT

Practical Project: High-quality responsive landing page

WooCommerce

- WooCommerce Installation & Store Setup
- Product Creation & Categories
- Product Images, Pricing & Stock
- Cart, Checkout & My Account Pages
- Basic Payment Setup

Essential Plugins

- Contact Form
- WhatsApp Chat Button
- Popup & Notification
- Google Maps
- Social Media Integration

SEO, Security & Performance

- Basic SEO Concepts & On-Page SEO
- Yoast SEO / Rank Math
- SEO Title & Meta Description
- Basic Keyword Research
- SSL / HTTPS
- Website Backup & Security Plugins
- Spam Protection
- Image Compression & Website Speed
- Basic Website Maintenance

PRACTICAL PROJECT

Practical Project: Complete WordPress E-Commerce Website

Hosting & Deployment

- Domain Connect karna
- Web Hosting Setup
- cPanel Introduction
- File Manager & Database Basics
- WordPress Migration
- Local Website ko Live Server par Upload karna
- SSL / HTTPS Setup
- Professional Email Creation — e.g. info@yourdomain.com

Mega Live Project

- Domain & Hosting
- Homepage, About Us, Services & Contact Page
- WhatsApp Integration & Contact Form
- Mobile Responsive Design
- Basic SEO & SSL
- Final Testing & Live Deployment
- Live website as portfolio / CV project

Freelancing Training

- Freelancing kya hai?
- Fiverr Profile Setup
- Upwork Profile Basics
- Portfolio Creation
- Clients kaise find karein
- Web Design services kaise sell karein
- Client requirements & communication
- Quotation, Pricing & Packages
- Project Delivery & Basic Freelancing Do's / Don'ts

PRACTICAL PROJECT

Final Outcome: One complete live website + professional portfolio project



COURSE COMPLETION & CAREER OUTCOME

- ✓ Professional websites design karna
- ✓ WordPress websites develop aur customize karna
- ✓ Elementor se responsive websites banana
- ✓ E-commerce websites create karna
- ✓ Website ko live server par deploy karna
- ✓ Basic SEO, security aur performance manage karna
- ✓ Professional web-design portfolio banana
- ✓ Freelancing ke liye client-work process samajhna

STUDENT JOURNEY

**DESIGN → HTML/CSS → WORDPRESS → ELEMENTOR → E-COMMERCE → SEO → HOSTING
→ LIVE WEBSITE → FREELANCING**

CERTIFICATE

6-Month Professional Certificate in Web Design & WordPress Development

Theory + Practical Training • Assignments • Live Project • Portfolio Development • Freelancing Guidance