

**WEBSITE
DEVELOPMENT
COURSE** ◀
OUTLINE



www.alfasolutions.services

LEARN WITH **ALFA**

- ☞ **SEO (OPTIMIZATION)**
- ☞ **DIGITAL MARKETING**
- ☞ **GRAPHIC DESIGNING**
- ☞ **WEB DEVELOPMENT**
- ☞ **APPLICATION DEVELOPMENT**
- ☞ **SOFTWARE DEVELOPEMENT**
- ☞ **OFFICE MANAGMENT**
- ☞ **FREELANCING**
- ☞ **CONTENT WRITTING**

Duration
3-4 Months

ABOUT COMPANY

Alfa Solutions is one of the top companies based in Faisalabad, Pakistan, Providing Website Design & Development, SEO Services, Graphics Designing & Digital Marketing Services from last 5 Year in the market.

At **Alfa Solutions**, we are excited to announce new internship opportunity & short courses aimed at empowering youth as a leader in the industry.

We understand the importance of equipping the next generation with the skills and knowledge needed to thrive in the digital world. Our courses are designed to provide hands-on training in various aspects of digital marketing, from SEO and social media management to content creation and analytics, web development.

Join us and take the first step towards a successful career in digital marketing!



FEATURES OF COURSES

- **Trending Skill Development**
- **Update Courses**
- **Hands- On Experience**
- **24/7 Support**
- **Internship & Job Opportunity**
- **Earning Opportunities**
- **Freelance opportunity**



WHY YOU CHOOSE ALFA SOLUTIONS !

- Expert Trainers
- Career Growth
- Practical Learning
- Internships & Job
- Online and On site sessions
- Project based Earning options
- Industry oriented projects



WHATS BEST FOR YOU !

1

SEO

SEO course provides in-depth knowledge of search engine optimization techniques. Learn how to optimize websites, conduct keyword research, and improve search rankings to drive organic traffic.

2

WEBSITE DEVELOPMENT

The process of creating and maintaining websites, involving web design, web content development, client-side/server-side scripting, and network security configuration.

3

DIGITAL MARKETING

The use of digital channels, such as social media, search engines, email, and websites, to promote products or services and engage with customers.

4

GRAPHIC DESIGNING

Graphic Designing course! Learn Canva, Adobe Photoshop, Adobe Illustrator, and the basics of Canva Video Editor, Filmora, and CapCut. Perfect for building your design and video editing skills!

5

APPLICATION DEVELOPMENT

Application Development course equips you with the skills to build mobile and web applications. Learn the fundamentals of coding, user interface design, and app deployment to create functional and user-friendly apps for various platforms.

6

SOFTWARE DEVELOPMENT

Software Development course covers coding, software design, and development practices. Learn to build efficient, scalable software solutions using modern programming languages and development frameworks.

7

OFFICE MANAGMENT

Office Management course focuses on mastering Microsoft Office tools like Word, Excel, and PowerPoint. Learn essential skills for creating documents, managing data, and delivering presentations, preparing you for any administrative or office role.

8

CONTENT WRITING

Content Writing course teaches the fundamentals of writing engaging, SEO-friendly content for websites, blogs, and social media. Learn how to craft compelling copy, optimize it for search engines, and build a portfolio that showcases your writing skills.

9

FREELANCING

Freelancing course teaches you how to succeed as an independent professional. Learn how to find clients, build a strong portfolio, and manage projects on popular platforms, along with direct client-hunting strategies.

10

ENGLISH LANGUAGE

English Language course enhances your speaking, writing, reading, and listening skills through interactive lessons. Perfect for beginners and anyone looking to improve their communication abilities!

INTRODUCTION

WEEK 1

- DAY 1: INTRODUCTION TO WORDPRESS, ITS ECOSYSTEM, AND USES.
- DAY 2: SETTING UP A LOCAL ENVIRONMENT (XAMPP, WAMP) AND INSTALLING WORDPRESS.
- DAY 3: INTRODUCTION TO WORDPRESS DASHBOARD AND CREATING PAGES & POSTS.
- DAY 4: UNDERSTANDING THEMES: INSTALLING, ACTIVATING, AND CUSTOMIZING BASIC THEMES.
- DAY 5: PRACTICAL EXERCISE: CREATE A SIMPLE HOMEPAGE AND BLOG.

THEMES AND CUSTOMIZATION

WEEK 2

- DAY 1: DEEP DIVE INTO WORDPRESS THEMES: FREE VS. PREMIUM, FINDING THE RIGHT THEME.
- DAY 2: CUSTOMIZING YOUR THEME USING THE WORDPRESS CUSTOMIZER AND WIDGETS.
- DAY 3: INTRODUCTION TO CHILD THEMES: CREATING AND MODIFYING THEM.
- DAY 4: WORKING WITH PAGE BUILDERS: ELEMENTOR BASICS (DRAG-AND-DROP INTERFACE).
- DAY 5: PRACTICAL EXERCISE: BUILD A FULLY CUSTOMIZED BLOG OR BUSINESS HOMEPAGE USING ELEMENTOR.

ADVANCED ELEMENTOR

WEEK 3

- DAY 1: INTRODUCTION TO ELEMENTOR TEMPLATES: HEADERS, FOOTERS, AND GLOBAL WIDGETS.
- DAY 2: WORKING WITH SECTIONS, COLUMNS, AND LAYOUT STRUCTURES.
- DAY 3: ADDING AND CUSTOMIZING WIDGETS: FORMS, SLIDERS, BUTTONS, AND ICONS.
- DAY 4: ADVANCED STYLING: COLORS, FONTS, BACKGROUNDS, ANIMATIONS.
- DAY 5: PRACTICAL EXERCISE: DESIGN A PORTFOLIO OR BUSINESS LANDING PAGE USING ELEMENTOR.



WEEK 4

ADVANCED WOOCOMMERCE CUSTOMIZATION

- DAY 1: INTRODUCTION TO WOOCOMMERCE: SETTING UP AN ONLINE STORE.
- DAY 2: MANAGING PRODUCTS: SIMPLE, VARIABLE, GROUPED, AND DIGITAL PRODUCTS.
- DAY 3: PAYMENT GATEWAYS, TAXES, AND SHIPPING METHODS.
- DAY 4: CUSTOMIZING WOOCOMMERCE PRODUCT PAGES WITH ELEMENTOR.
- DAY 5: PRACTICAL EXERCISE: SET UP A FULLY FUNCTIONAL WOOCOMMERCE STORE WITH PRODUCT VARIATIONS, PAYMENT, AND SHIPPING.

WOOCOMMERCE EXTENSIONS AND OPTIMIZATION

- DAY 1: PRODUCT CATEGORIES AND TAGS
- DAY 2: ADDING PRODUCT VARIATIONS
- DAY 3: SETTING UP PAYMENT GATEWAYS
- DAY 4: MANAGING ORDERS AND CUSTOMERS
- DAY 5: PRACTICAL EXERCISE: FINAL STORE SETUP

WEEK 5

INTRODUCTION TO SHOPIFY & OTHER CMS

- DAY 1: OVERVIEW OF SHOPIFY AND ITS BENEFITS; SHOPIFY VS. WOOCOMMERCE COMPARISON. (MORE BASIC INTRO ABOUT HTML, CSS, BOOTSTRAP, TAILWIND, JAVA SCRIPT, PHP, REACT, SQL, NODE JS, EXPRESS JS, LARVAL & TYPE SCRIPT).
- DAY 2: SETTING UP A SHOPIFY STORE AND NAVIGATING THE DASHBOARD.
- DAY 3: ADDING PRODUCTS AND MANAGING COLLECTIONS.
- DAY 4: CUSTOMIZING SHOPIFY THEMES.
- DAY 5: PRACTICAL EXERCISE: SET UP A BASIC SHOPIFY STORE WITH PRODUCTS AND CUSTOM THEME SETTINGS.

WEEK 6



WEEK 7

SHOPIFY STORE MANAGEMENT

- DAY 1: SETTING UP SHIPPING, TAXES, AND PAYMENT GATEWAYS ON SHOPIFY.
- DAY 2: MANAGING ORDERS, REFUNDS, AND CUSTOMER ACCOUNTS IN SHOPIFY.
- DAY 3: ADDING APPS FOR EXTRA FUNCTIONALITY (EMAIL MARKETING, SOCIAL MEDIA INTEGRATION, ETC.).
- DAY 4: SHOPIFY SEO: OPTIMIZING YOUR STORE FOR SEARCH ENGINES.
- DAY 5: PRACTICAL EXERCISE: OPTIMIZE A SHOPIFY STORE WITH ESSENTIAL APPS AND SEO.

WEEK 8

SHOPIFY LAUNCH AND FINAL PROJECT

- DAY 1: FINALIZING SHOPIFY SETUP: TESTING, INVENTORY, AND CUSTOMER MANAGEMENT.
- DAY 2: INTEGRATING SHOPIFY WITH MARKETING PLATFORMS: EMAIL, SOCIAL MEDIA, AND ANALYTICS.
- DAY 3: PREPARING FOR STORE LAUNCH: TESTING, SHIPPING, PAYMENTS, AND PRODUCT SETUP REVIEW.
- DAY 4: FINAL SHOPIFY PROJECT: LAUNCH A FULLY FUNCTIONAL STORE WITH PRODUCTS, PAYMENTS, AND SEO OPTIMIZATION.
- DAY 5: REVIEW COURSE PROGRESS AND REFINE SHOPIFY STORE BEFORE LAUNCH.

WEEK 9

FREELANCING MASTERY: PLATFORMS & CLIENT ACQUISITION

- MODULE 1: INTRODUCTION TO FREELANCING
- MODULE 2: PLATFORMS OVERVIEW
- MODULE 3: BUILDING A FREELANCE PORTFOLIO
- MODULE 4: DIRECT CLIENT ACQUISITION
- MODULE 5: BUILDING LONG-TERM RELATIONSHIPS
- MODULE 6: SCALING YOUR FREELANCE CAREER

I MONTH INTERNSHIP OPPORTUNITY

The background features a large, stylized hand in shades of grey and blue, reaching upwards. The hand is surrounded by various colorful icons: a globe, a star, a musical note, a speech bubble, a shopping bag, an envelope, gears, and arrows. The background is divided into geometric shapes in yellow, orange, and dark blue. A faint watermark of the Alfa Solutions logo is visible in the center.

THANK YOU!

for choosing this Course. This final assessment aims to evaluate your understanding and application for this course. You will showcase your knowledge through it. Upon successful completion, you will receive a course completion certificate from Alfa Solutions. Validating your proficiency in Website development. Embrace this achievement as you embark on your journey to excel in the dynamic field of Website development.

BEST REGARDS