

COUNTRYEDU PRIVATE LIMITED

GSTIN : 06AAJCC6151A1Z3 | CIN : U72900HR2021PTC096283

Email : query@countryedu.com, grievances@countryedu.com

2-Months WordPress Development Immersion Internship

Designed by: CountryEdu Private Limited

By CountryEdu Private Limited

(IT Managed Services & EdTech Solutions)

Program Objective :

- Understanding WordPress website development, content management, and website customization techniques
- Developing expertise in WordPress installation, themes, plugins, and website configuration
- Learning responsive website creation, page builders, and website optimization strategies
- Building professional business, portfolio, blog, and e-commerce websites using WordPress
- Understanding website security, SEO fundamentals, and website maintenance best practices
- Preparing students for careers in WordPress Development, Website Management, Web Design, and Freelance Website Development .

Program Structure :

- Duration: 8 Weeks (2 Months)
- Mode: Hybrid / Live / Classroom
- Tools Used: WordPress CMS, Elementor, WooCommerce, cPanel, XAMPP, Yoast SEO, Canva, Google Analytics
- Final Outcome: Professional WordPress Website Development Project + Internship Certificate

MONTH 1 – WORDPRESS DEVELOPMENT FOUNDATION

Week 1: Introduction to WordPress & Website Fundamentals

- Introduction to WordPress Ecosystem
- Understanding CMS (Content Management Systems)
- Domain, Hosting & Website Architecture
- WordPress Installation & Configuration
- Dashboard Navigation & Website Settings

~ Outcome: Strong foundation in WordPress website development and content management systems.

Week 2: Themes, Customization & Website Design

- WordPress Themes & Templates
- Theme Installation & Configuration
- Website Layout Design
- Menus, Widgets & Navigation Management
- Responsive Website Design Principles

~ Outcome: Ability to customize and design visually appealing WordPress websites.

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Week 3: Content Management & Page Building

- Pages, Posts & Media Management
- Elementor Page Builder Fundamentals
- Landing Page Design
- Blog Management Techniques
- Website Content Organization

~ Outcome: Ability to create professional website layouts and manage website content effectively.

Week 4: Plugins & Website Functionality

- WordPress Plugin Fundamentals
- Contact Forms & Lead Generation Tools
- Security Plugins & Website Protection
- Backup & Recovery Solutions
- Website Performance Enhancement Plugins

~ Outcome: Ability to extend website functionality using plugins and improve website performance.

MONTH 2 – ADVANCED WORDPRESS DEVELOPMENT

Week 5: WooCommerce & E-Commerce Development

- Introduction to WooCommerce
- Product Management & Inventory Setup
- Shopping Cart & Checkout Configuration
- Payment Gateway Integration
- Order Management & Customer Experience

~ Outcome: Ability to build and manage professional e-commerce websites using WordPress.

Week 6: SEO, Analytics & Website Optimization

- Search Engine Optimization Fundamentals
- Yoast SEO Configuration
- Website Speed Optimization
- Google Analytics Integration
- User Experience & Conversion Optimization

~ Outcome: Ability to optimize WordPress websites for search engines and business growth.

Week 7: Advanced Customization & Website Security

- Custom CSS for WordPress
- Website Security Best Practices
- User Roles & Permission Management
- Website Maintenance & Troubleshooting
- WordPress Updates & Version Management

~ Outcome: Ability to secure, customize, and maintain professional WordPress websites.



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Week 8: Website Deployment & Professional Workflow

- Website Migration Techniques
- Domain & Hosting Configuration
- Live Website Deployment
- Client Project Management
- Freelancing & Website Development Best Practices

~ Outcome: Ability to deploy and manage production-ready WordPress websites professionally.

LIVE PROJECT & CAREER READINESS

Major Project Development

Students work on real-world WordPress Development projects such as:

- Business Portfolio Website
- Corporate Company Website
- Educational Institution Website
- E-Commerce Store using WooCommerce
- Personal Blog & Content Platform
- Service-Based Business Website

Project Includes:

- Requirement Analysis & Website Planning
- UI Design & Theme Customization
- Plugin Integration & Functionality Development
- SEO & Performance Optimization
- Testing & Live Deployment
- Final Project Presentation

~ Outcome: Fully functional industry-level WordPress website demonstrating website design, customization, e-commerce integration, SEO optimization, and deployment capabilities.

From beginner to job-ready — Become a WordPress Development Professional in 2 Months.