

COUNTRYEDU PRIVATE LIMITED

GSTIN : 06AAJCC6151A1Z3 | CIN : U72900HR2021PTC096283

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

WordPress Development Immersion Internship

Designed by: CountryEdu Private Limited

By CountryEdu Private Limited

(IT Managed Services & EdTech Solutions)

Program Objective :

To transform students into job-ready WordPress Developers capable of:

- Building professional websites and web portals using WordPress
- Understanding website design, themes, plugins, and content management systems
- Developing responsive and SEO-friendly websites for businesses and personal brands
- Gaining hands-on experience in WordPress customization, website deployment, and optimization
- Learning industry-standard website management practices, security, and maintenance workflows
- Preparing students for careers in WordPress Development, Web Design, and Freelancing

Program Structure :

- Duration: 12 Weeks (3 Months)
- Mode: Hybrid / Live / Classroom
- Tools Used: WordPress, Elementor, WooCommerce, cPanel, HTML, CSS, PHP Basics, MySQL, GitHub
- Learning Model: Project-Based Learning Model
- Final Outcome: Ability to build and deploy professional WordPress websites and e-commerce stores + Internship Certificate

MONTH 1 – WORDPRESS FUNDAMENTALS & WEBSITE DESIGN

Week 1: Introduction to WordPress & CMS

- Introduction to WordPress
- Understanding CMS Platforms
- Domain & Hosting Basics
- WordPress Installation
- Dashboard Overview
- Website Structure & Navigation

~ Outcome: Strong foundation in WordPress and website management basics

Week 2: Themes & Website Design

- WordPress Themes
- Installing & Customizing Themes
- Menus & Navigation Setup
- Pages & Posts Creation
- Header & Footer Customization
- Responsive Website Layout

~ Outcome: Ability to create and customize professional website layouts

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Week 3: Plugins & Website Features

- Introduction to Plugins
- Installing & Managing Plugins
- Contact Forms
- SEO Plugins Basics
- Security Plugins
- Backup & Maintenance Plugins

~ Outcome: Ability to extend website functionality using WordPress plugins

Week 4: Elementor & Page Builder Development

- Introduction to Elementor
- Drag-and-Drop Page Design
- Landing Page Creation
- Custom Sections & Widgets
- Forms & Buttons
- Mobile Responsive Design

~ Outcome: Ability to build attractive and responsive pages using Elementor

MONTH 2 – ADVANCED WORDPRESS DEVELOPMENT

Week 5: Content Management & SEO

- Blog Management
- Categories & Tags
- Media Library Management
- On-Page SEO Basics
- SEO Optimization Tools
- Website Performance Basics

~ Outcome: Ability to manage content and optimize websites for search engines

Week 6: WooCommerce Development

- Introduction to WooCommerce
- Product Management
- Shopping Cart Setup
- Payment Gateway Basics
- Order Management
- E-Commerce Website Workflow

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

Week 7: Customization & Security

- Basic HTML & CSS Customization
- WordPress Widgets
- Custom Menus
- User Roles & Permissions
- Website Security Best Practices
- Troubleshooting & Error Handling

~ Outcome: Ability to customize and secure WordPress websites professionally

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Week 8: Website Deployment & Optimization

- Hosting Management
- cPanel Basics
- Website Migration
- Backup & Restore
- Speed Optimization
- Performance Testing

~ Outcome: Ability to deploy and optimize WordPress websites professionally

MONTH 3 – LIVE PROJECT & CAREER READINESS

Week 9–10: WordPress Project Development

Students work on real-world WordPress Projects such as:

- Business Website
- Personal Portfolio Website
- Blogging Website
- E-Commerce Store
- Educational Website
- Service Booking Website

Project Includes:

- Requirement Analysis
- UI/UX Planning
- Theme & Plugin Setup
- Website Development
- Testing & Final Project Presentation

~ Outcome: Ability to build complete real-world WordPress websites

Week 11: Deployment & Professional Workflow

- Domain & Hosting Setup
- Website Launch Process
- Maintenance Workflow
- Portfolio Development
- Client Requirement Handling
- Website Documentation

~ Outcome: Ability to professionally deploy and manage WordPress projects

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Week 12: Interview & career Preparation

- WordPress Interview Preparation
- Resume & Portfolio Optimization
- Mock Interviews
- Freelancing on WordPress Projects
- Client Communication Skills
- Career Pathways (WordPress Developer, Web Designer, Website Manager, Freelancer)

~ Outcome: Placement-ready WordPress Developer with practical project experience

Key Skills Developed

- WordPress Website Development
- Theme Customization
- Plugin Management
- Elementor Page Builder
- WooCommerce Setup
- SEO Basics
- Website Security & Maintenance
- Hosting & Deployment

Target Roles After Completion

- WordPress Developer
- Web Designer
- Website Administrator
- WooCommerce Developer
- Website Manager
- Freelance WordPress Developer

Why This Program is Industry-Ready

- ✓ 100% Project-Based Learning
- ✓ Real-world Website Development Experience
- ✓ WordPress + WooCommerce Exposure
- ✓ Website Deployment & Maintenance Skills
- ✓ Portfolio & Career Preparation Included

From Beginner to Professional — Become a WordPress Development Expert in 3 Months.