

WEBS DIGITAL SKILLS PROGRAM – WORDPRESS TO FREELANCING

Build Your Own Website from Scratch Hands-On Practical Training

Learn WordPress from scratch and create fully customized websites including personal blogs, business sites, and portfolios. You will learn how to design professional pages using drag-and-drop builders, themes, and plugins, and launch your own live website with hands-on practice on real projects. Along with this, you will also learn how to start freelancing, set up your profiles, find clients, and handle projects professionally. This program will help you work independently, build strong digital skills, gain confidence, and start earning online through real opportunities.

DURATION: 2 MONTH

MODE: ONLINE

WEEK : 3 CLASSES

TRAINER : RABIA AFTAB

RESERVE YOUR SPOT AND START TODAY!



1-MONTH WORDPRESS COURSE OUTLINE

Week 1: WordPress Basics & Local Setup

- Introduction to WordPress: CMS basics, why WordPress is popular
- Difference between WordPress.com and WordPress.org
- Installing XAMPP / local server
- Starting Apache & MySQL
- Creating database using phpMyAdmin
- Downloading WordPress and setting up wp-config.php
- Running WordPress installer
- Exploring WordPress dashboard: Posts, Pages, Media, Appearance, Plugins, Users, Settings
- WordPress settings: General, Reading & Writing, Permalinks
- Creating first post and page
- Categories vs Tags
- Adding media (images/videos) to posts/pages
- Quick overview of themes & plugins

Practical Task: Install WordPress locally and publish a basic post/page

Week 2: Themes, Design & Customization

- Understanding WordPress themes
- Installing and activating themes
- Using WordPress Customizer: site identity, colors, fonts, menus, widgets
- Introduction to Page Builders (Gutenberg / Elementor basics)
- Installing essential plugins: SEO, Contact Forms, Security

Practical Task: Design homepage + 2–3 pages (About, Contact, Services)

1-MONTH WORDPRESS COURSE OUTLINE

Week 3: Content Creation & Website Functionality

- IPosts vs Pages, categories & tags
- Adding images, videos, galleries
- Creating essential pages: About, Services, Portfolio
- Adding forms (Contact Form 7 / WPForms)
- Basic SEO setup: meta description, alt text, headings
- Introduction to blog functionality
- Basic social media integration

Practical Task: Build 3–5 pages with media, forms, and optimized content

Week 4: E-Commerce Website & Final Project

- Introduction to WooCommerce plugin
- Creating products and categories
- Setting prices and inventory (demo setup)
- Adding shopping cart, checkout page, product galleries
- Demo payment method setup
- Website optimization for speed and mobile responsiveness
- Security & backup basics
- **Final project:** Complete website (blog/business/e-commerce)

Practical Task: Build small e-commerce site with 2–5 products and showcase final project

1-MONTH FREELANCING COURSE OUTLINE

Week 1 –Freelancing Basics + Niche + Platforms Intro

Session 1: Freelancing Foundation & Mindset

- What is freelancing? (simple & practical)
- Freelancing vs Job vs Business
- Why freelancing is ideal for women in Pakistan
- Common myths & fears
- Mindset building for consistency
- Niche selection (high-demand skills)

Session 2: Skill Packaging + Fiverr Setup

- Skill → Service conversion
- Beginner-friendly services
- Portfolio without experience
- Fiverr account creation
- Gig basics & common mistakes

Week 2 – Fiverr + Upwork Mastery

Session 3: Fiverr Gig + Ranking

- Gig title, description, SEO
- Keywords research
- Images & optimization
- First order strategy
- Reviews & client dealing

1-MONTH FREELANCING COURSE OUTLINE

Session 4: Upwork Complete Setup

- Profile creation & approval tips
- Portfolio & specialization
- Proposal writing framework
- Understanding client psychology
- Bidding strategies

Week 3 – Client Hunting + Communication + Sales

Session 5: Client Hunting Beyond Platforms

- Using LinkedIn for freelancing
- Email outreach basics
- Facebook groups & communities
- Direct client hunting strategies

Session 6: Communication & Sales

- Professional English communication
- Handling difficult clients
- Confidence building
- Sales mindset for freelancers
- Upselling & retainers

1-MONTH FREELANCING COURSE OUTLINE

Week 4– Payments, Branding & Scaling

Session 7: Payments & Legal Basics

- Fiverr & Upwork payment methods
- Payoneer / Wise setup
- Pakistani bank accounts
- Invoices & basic contracts

Session 8: Personal Branding & Final Roadmap

- Building a personal brand
- LinkedIn & online presence
- Long-term freelancing strategy
- Introduction to agency mindset
- Common mistakes to avoid
- Final action plan

COURSE EXTRAS

- Proposal templates
- Fiverr & Upwork profile samples
- Client communication scripts
- Private female community access
- Live Q&A sessions
- WEBS Certificate

COURSE FEE & PAYMENT DETAILS

Course Fee: PKR 5,000 per month

Payment Instructions:

Please transfer the course fee to the following bank account:

Account Title: THE TECHCREATORS

IBAN: PK71FAYS3098301000010789

Branch Name: IBB MODEL COLONY, KARACHI

After payment, please share your transaction receipt on our official WhatsApp number to confirm your enrollment.

POWERED BY THETECHCREATORS LTD

**RESERVE YOUR SEAT TODAY – DON'T MISS OUT ON THIS
PRACTICAL WORDPRESS COURSE!**

REGISTER YOURSELF TODAY