



Ziyatech Academy

(An E-Learning Platform)

Contact Information:

- **Website:** www.ziyatechacademy.in
- **Email:** ziyatechacademy@gmail.com
- **For Admission (Call or WhatsApp):** **+91 9332315557**
- **Offline Training Center:** Haripal, Hooghly (Near Haripal Allahabad Bank)
- **Main Office Address:** Tarakeswar, Hooghly, PIN - 712410

Course Name

Advance Wordpress Development with AI

Course Module

Module 1: Course Introduction

- Objectives, Criteria, Timing, and Future Scope of the Course
- A Complete Roadmap to Becoming a Successful Web Developer

Module 2: Smart Design with Canva Pro & AI

- Fundamentals of Design Principles & Basic Rules for Good Design
- Core Concepts of Typography
- Introduction to the Canva Pro Interface and Widgets
- Designing Professional Products, Banners, and Thumbnails
- Generating Unique Designs with AI

Module 3: Zero to Advanced WordPress Development with AI

- Introduction to WordPress and its Core Terminologies
- Live Overview of Domain, Hosting, cPanel, and hPanel
- Domain & Hosting Purchase and Connection Setup
- cPanel Widgets Overview, WordPress Installation, and Admin Panel Setup
- Introduction to the WordPress Dashboard and Widgets
- Understanding and Installing Themes and Plugins
- Website Building with Elementor and Elementor Pro Page Builder
- Creating Eye-Catching Designs with Elementor Addons
- Sub-domain Creation and Use Cases
- Introduction to various essential Extensions and Software
- **Live Projects (Built from Scratch):**
 - Portfolio Website
 - Business Website
 - News Portal
 - Blog Website
 - School Management Website
 - LMS (Learning Management System) Website
 - E-commerce Website
 - Appointment Booking Website
- Working with Templates and Advanced Theme Customization
- Website Backup, Restore, Error Finding, and Debugging

- Automation Setup for WordPress
- Advanced WordPress Security Setup
- Payment Gateway Integration
- Domain Transfer and Connecting with other Hosting Providers
- Introduction to Advanced WordPress Features
- **WordPress with AI:**
 - The Magic of AI: Build a Website in Just 5 Minutes
 - Saving Time with AI-powered tools
 - Live AI Chatbot Setup and Live Customer Support Agent Integration

Module 4: Mastering SEO (Search Engine Optimization)

- A-Z Guide to On-Page, Off-Page, and Technical SEO
- Advanced Keyword Research Techniques
- Content Writing and Creating Plagiarism-Free, AI-Assisted Content
- Link Building Strategies
- Effective Use of various Free and Premium SEO Tools
- A Complete Guide to Ranking on Google's Top Page

Module 5: Mastering GMB (Google My Business) Optimization

- Professional Profile Creation and Optimization
- In-depth Keyword and Competitor Research
- Content Writing Techniques for GMB
- Effective Use of GMB Tools

Module 6: Facebook Ads Campaigns

- Creating a Professional Profile and Ad Account Setup
- How to Run a Professional Ad Campaign with a Targeted Audience for 100% Results

Module 7: Career Guidance

- Job Finding Process in the Local Market and Corporate Companies
- Guideline for Setting Up Your Own Digital Agency
- A Complete Guide to Freelancing Platforms like Fiverr and Upwork

[COURSE FEES]

Package 1: Foundation Course (Includes Canva and WordPress Modules)

- **Regular Fee:** Rs. 10,000
- **Offer Price: Rs. 6,000 Only**

Package 2: Complete Mastery Course (Includes All Modules: Canva, WordPress, SEO, GMB, Facebook Ads)

- **Regular Fee:** Rs. 15,000
- **Offer Price: Rs. 9,000 Only**
- **Special Discount (for one-time payment): Rs. 8,000 Only**

[FREE BUNDLE / BONUSES SECTION]

FREE BUNDLE WORTH Rs. 10,000!

- **Canva Pro Account** (Value: Rs. 4,000)
- **Premium WordPress Themes and Templates Bundle** (Value: Rs. 6,000)

[KEY FEATURES]

- All classes will be conducted LIVE on Google Meet.
- Recordings of every class will be provided.
- Full support is available during and after the course.
- The entire course is taught in the Bengali language for easy understanding.

Call for any queries.

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