THE COMPLETE WEB DEVELOPMENT MASTERY COURSE CURRICULUM

Course Description

Are you ready to master web development and build your own agency? The Complete Web Development Mastery course takes you from a complete beginner to a skilled web designer and developer using WordPress and Elementor. You'll learn everything from domains, hosting, and CMS fundamentals to advanced WordPress customization, SEO, security, and website optimization.

Beyond technical skills, this course equips you with the knowledge to start and scale your own digital agency. Learn branding, marketing, client acquisition, business automation, and financial management to build a sustainable web design business.

By the end of this course, you'll have the skills, confidence, and business knowledge to not only build stunning websites but also run a successful digital agency.

What You Will Learn

✅ **Web Design vs. Web Development** – Understand the difference between design and development, including essential tools and skills.

✅ **Domains, Hosting, and Web Servers** – Learn how to purchase domains, set up hosting, and manage web servers for website deployment.

✅ **WordPress Installation & Navigation** – Master WordPress setup, dashboard navigation, and essential tools for website creation.

✅ **Building Websites with Elementor** – Design professional, responsive websites using Elementor and its advanced customization features.

✅ **Website Optimization & Security** – Improve website performance, enhance security, and implement best SEO practices for visibility.

✅ **Building & Scaling a Web Design Agency** – Learn how to start, structure, and grow a successful web development business.

✅ **Branding, Marketing & Client Acquisition** – Position your agency, attract high-value clients, and develop a strong brand presence.

✅ **Business Automation & Financial Management** – Streamline operations, manage contracts, automate processes, and ensure financial stability.

FAQs

1. Who is this course for?
 This course is perfect for beginners looking to start a career in web development, business owners wanting to build their own websites, and freelancers or aspiring agency owners who want to scale their businesses.

2. Do I need any prior experience?
 No prior experience is needed. The course starts from the basics and progressively moves to advanced concepts.

3. What tools or software will I need?
 You'll need a computer, internet access, and a web browser. We'll guide you through setting up a local webserver and installing WordPress.

4. Will I learn coding in this course?
 This course focuses on no-code and low-code website development using WordPress and Elementor. However, you will gain an understanding of how websites function and how to extend WordPress functionality.

5. Can I start my own business after this course?
 Yes! This course includes a business module that teaches branding, client acquisition, pricing strategies, and how to run a successful web design agency.

6. Do I get a certificate?
 Yes, upon successful completion, you will receive a certificate to showcase your skills.

Course Requirements
   ✔ No prior web development experience needed
   ✔ A computer with internet access
   ✔ Willingness to learn and practice skills
   ✔ Interest in starting a web development career or agency

Part 1: Web Design & Development in WordPress & Elementor

1. Introduction (Theory)

- Welcome to the course
- Meet your instructor
- Who this course is for
- What you will learn

2. Web Design vs Web Development (Theory)

- What is Web Design
- What is Web Development
- Web Design vs Web Development
- Web Development Requirements

3. Domains (Theory)

- What is a domain?
- Who controls domains?
- What is a subdomain?
- Types of domains (TLDs, gTLDs, ccTLDs, etc.)
- What is HTTP?
- What is HTTPS?
- Why is HTTPS important?

4. How to Buy A Domain Name (Practical)

- Buying local domains at Kenya Web Experts
- Buying international domains at Namecheap
- What is domain propagation?

5. Webservers (Theory)

- What is a webserver?
- Types of webservers?
- Local webservers
- Remote webservers

6. Installing A Local Webserver (Practical)

- Installing Laragon
- Configuring Laragon

7. Content Management Systems (CMSs) (Theory)

- What are Content Management Systems (CMSs)
- Types of CMSs – Drupal, Joomla, WordPress, etc.
- How CMSs simplify development
- What is WordPress?
- Advantages of WordPress
- Disadvantages of WordPress

8. Installing WordPress on Local Server (Practical)

- Creating the project in Laragon
- Extracting WordPress
- Configuring the database and installing WordPress
- WordPress FIle Structure
- WordPress Database Structure
- Installing WordPress Automatically in Laragon

9. Navigating WordPress (Practical)

- Logging into WordPress
- Accessing WordPress Dashboard
- WordPress Tools (Pages, Posts, Themes, Plugins, Settings, Tools, Menus, etc.)

10. Web Design – The Principles of Design (Theory)

- What are the principles of design?
- 12 design principles

11. Web Design – The Elements of Design (Theory)

- Elements of Design
- Difference Between the Principles & Elements of Design
- 7 Elements of Design

12. Web Design – Typography (Theory)

- What is typography?
- Types of fonts (Serif, San–Serif, Script, Decorative etc.
- Spacing & Alignment (Tracking, Kerning, Leading)
- Font Pairing

13. Web Design – Color Theory (Theory)

- What is color theory?
- Types of colors
- The color wheel
- Color properties
- Color harmonies
- Color models
- The psychology of color

14. Page Builders (Theory)

- What is a Page Builder?
- Types – WPBakery, Divi, Elementor, Oxygen, etc.
- Why Elementor?

15. Navigating Elementor (Practical)

- Optimizing your WordPress installation
- Elementor FREE vs Pro
- Installing FREE Elementor Plugin
- Installing Elementor Hello Theme
- Setting up Elementor, Tools & Settings
- Elementor FREE Widgets Overview
- Elementor Add–Ons & Elementskit

16. Getting Started With Elementor – Designing The Apple Kenya Website (Practical)

- Elementor Pro Installation File
- Installing Elementor Pro Plugin
- Containers
- The Apple Kenya Website Design Resources
- The Apple Kenya Website – Designing The Header
- The Apple Kenya Website – Designing The Hero Section
- The Apple Kenya Website – Designing The Body
- The Apple Kenya Website – Designing The Footer

17. Fluid Design (Theory)

- What is Fluid Design?
- EMs vs REMs
- Percentages (%)
- VH & VWs
- The Apple Kenya Website – Header Responsivity

- The Apple Kenya Website – Tablet Responsivity
- The Apple Kenya Website – Mobile Responsivity

18. Building a Portfolio Website (Practical)

- Creating A Design System – Site Identity, Layout, Breakpoints, Global Colors, Global Fonts, Typography, Custom Fonts, Buttons, Forms, Importing & Exporting Style Kits
- Developing your portfolio website with Elementor
- Developing templates – header, footer, single post, archive templates
- Responsivity

19. Hosting (Theory & Practical)

- Who is a host/web host?
- Types of hosting – shared, dedicated, WordPress, VPS, Reseller, etc.
- How to purchase hosting
- Pointing your domain to your hosting using nameservers

20. Web Control Panels (Theory)

- What are web control panels?
- Types of web control panels.
- What is the cPanel?

21. Navigating cPanel (Practical)

- How to login into the cPanel
- File Manager
- Databases using phpMyAdmin
- Emails
- Script installers
- How to edit the PHP.ini

22. DNS (Theory & Practical)

- What is DNS?
- The DNS zone
- Key elements of the DNS zone
- What is TTL?
- How to edit the DNS Zone File

23. Website Migration (Practical)

- Migrating websites manually
- Migrating websites using plugins
- Exporting websites using Elementor & WordPress Import
- Updating URLs on Migrated Website
- Using Big Dump To Upload Databases

24. Optimizing WordPress Installation (Practical)

- Pagespeed and how it affects your SEO
- Testing your website's pagespeed
- Caching & Minification
- Cleaning up your WordPress Installation & Deleting bloat
- Handling images – Lossless, Lossy, WebP etc
- Configuring Emails using External SMTP
- Configuring Forms

25. Search Engine Optimization (Practical)

- How to design featured images using Photoshop
- Installing & Configuring RankMath
- How to perform technical SEO Using RankMath
- Performing On-Page SEO Using RankMath
- Performing Image SEO Using Alt Tags
- Local SEO Using Google My Business
- Google Analytics & Google Search Console

26. WordPress Security (Practical)

- How SSLs and Hosting Affect Website security
- PHP Native Hash & WP Hide Login
- WordPress Security Using Wordfence
- WordPress Security Using Sucuri
- Server-Side Hardening Using WP Toolkit & Softaculous

Part 2: Building & Running Your Own Agency

27. Setting Up Your Digital Agency (Product) (Theory)

- Mastering Your Skills – Find & Craft The Real You.
- Choosing & Defining Your Niche – Specialize
- Client Acquisition & Handling

- Managing Finances & Invoicing
- Automating Business Processes – CRM, contracts, proposals, invoices
- Scaling Your Agency – Outsourcing, recurring revenue models
- Setting Up Your Business – Business registration
- Setting Up Your Hosting Business

28. Branding Basics (Perception) (Theory)

- Discover Your Brand Core – Mission, vision, values
- Find Your Ideal Client – Understanding audience needs & behaviors
- Know Your Competitor
- Differentiate Yourself
- Craft Your Unique Selling Proposition (USP)
- Classify Your Brand –Low-cost, Value-Brand, Premium, Luxury or High-Luxury
- Craft Your Offer – Lead-Gens, Core, Premium & Continuity Offers
- Price Your Offer
- Craft Your Visual Identity/Brand Identity
- Create A Powerful Brand Presence

29. Marketing Fundamentals (Promotion) (Theory)

- The 3P Framework – Product, Perception & Promotion
- Content Marketing
- Email Marketing
- Social Media Marketing
- Personal Branding
- Search Engine Optimization
- Networking
- Online Marketplaces & WhatsApp Groups
- How To Do Email Marketing Using Mailpoet

30. Soft Skills for Entrepreneurs (Theory)

- Soft skills vs Hard Skills
- Verbal Communication
- Non-Verbal Communication
- Non-Verbal Cues
- Using Communication Skills To Effectively Communicate To Clients