



ByteMinders Web Career Launchpad Training - 2026

- **Duration** 6 Month
- **Class:** 3 days/week, 1–1.5 hours per class
- **Mode:** Online
- **Time:** After 5 PM
- **Batch Limit :** 15 Students Only
- **Mentor/Teacher :** Industrial Experts - Anonymous

Month 1: Programming & Fundamentals

Focus: basic programming + computer/web fundamentals using one language (Python or JavaScript).

- Programming mindset: what is a program, input/output, errors, debugging basics.
- Variables, data types, operators, expressions.
- Conditional statements (if/else, nested conditions).
- Loops (for, while), loop patterns (counters, accumulators).
- Functions: parameters, return values, scope.
- Lists/arrays, dictionaries/objects, basic string handling.
- Problem-solving patterns: breaking problems, pseudo-code, flowcharts.
- How the internet works: client-server, HTTP, domain, hosting, DNS.
- Basic Git/GitHub usage: repo, commit, push, pull (for later portfolio).

Month 2: Web Foundations – HTML, CSS, Basic JS

Focus: strong front-end basics, without going too deep into frameworks.

- HTML: structure, semantic tags (header, nav, section, article, footer), forms, tables.
- CSS: selectors, box model, margins/padding, display types, positioning, flexbox, grid.
- Typography & colors: readable fonts, hierarchy, basic color theory, spacing for good design.
- Responsive design: media queries, mobile-first layouts, testing on different screen sizes.
- Simple JavaScript: DOM basics, events (click, submit), simple form validation, basic interactivity.
- Using a CSS framework (Bootstrap or Tailwind) to speed up layout.
- Mini projects: personal landing page, simple multi-page site.

Month 3: WordPress Basics – From Zero to Working Sites

Focus: turn web basics into fast site building using WordPress.

- WordPress overview: WordPress.com vs WordPress.org, when to use it.
- Installation & setup: local vs live hosting, database basics, one-click installers.
- Admin dashboard tour: posts, pages, media, menus, settings.
- Themes: installing, activating, customizing themes; child themes basics.
- Page builders (Elementor, etc.): sections, columns, widgets, templates.
- Menus and navigation; header/footer layouts.
- Forms: contact forms, form notifications, basic spam protection.
- Users and roles (admin, editor, author, contributor, subscriber).
- Basic security: updates, backups, using security plugins, strong passwords.
- Mini projects: simple blog site, simple business site.



Month 4: Advanced WordPress & Real Projects

Focus: professional-quality sites + performance + management.

- Advanced theme customization: layout control, templates, global styles.
- Working with plugins: SEO plugin, cache plugin, security plugin, forms, page builders.
- Custom post types and taxonomies (basic intro).
- Media management: image optimization, alt text, compression, lazy loading.
- Performance: caching, image optimization, minification basics, testing with tools like PageSpeed.
- UX basics: navigation clarity, call-to-action placement, readability, mobile UX.
- WordPress SEO basics (intro, deep dive in Month 5): permalinks, titles, meta descriptions.
- Launching a full client-style site: domain setup, SSL, migration from local to live.
- Project 1: complete business website for a local-type client (manufacturing, service, coaching, etc.).

Month 5: SEO Deep Dive (WordPress Focused)

Focus: on-page, technical, and basic local SEO for WordPress.

- SEO fundamentals: how search engines work, crawling, indexing, ranking signals.
- Keyword research basics: search intent, long-tail vs short-tail, simple tools.
- On-page SEO: titles, meta descriptions, headings, internal linking, image alt text.
- URL structure & permalinks: SEO-friendly slugs, avoiding duplicates.
- Content structure: silos, pillar pages, supporting articles for WordPress sites.
- Technical SEO basics: sitemaps, robots.txt, 404s/301s, canonical URLs.
- Page speed & Core Web Vitals basics: what affects them and how to improve on WordPress.
- Local SEO basics: Google Business Profile, NAP consistency, local citations, maps.
- Analytics & Search Console: tracking performance, reading basic reports, simple decisions from data.
- Project 2: optimize an existing WordPress site (maybe Project 1) for SEO and document before/after.

Month 6: Freelancing & Job Readiness

Focus: convert skills into money and opportunities.





- Positioning: niche selection (WordPress + SEO for small businesses), defining your offer.
- Portfolio building: selecting 2–3 best projects, writing project case studies, hosting demos.
- Freelance platforms basics: Upwork/Fiverr overview, profile creation, portfolios, common mistakes.
- Proposal writing: reading job posts properly, writing short, sharp proposals, pricing basics.
- Client communication: discovery calls, asking requirements, managing expectations, scope, revisions.
- Simple contracts & payment structure: milestones, advance payments, scope creep basics.
- Job track: CV for web/WordPress/SEO roles, LinkedIn profile, applying to internships and junior roles.
- Mock interviews: common questions for WordPress/SEO roles, HR questions, portfolio walkthrough.
- Final capstone: each student presents their best project and career plan (job or freelancing).



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