



RICS

An ISO 9001:2015 Certified Institute

FIRST TIME IN NAGALAND
LEARN FROM INDUSTRY EXPERTS

COURSE DETAILS FOR

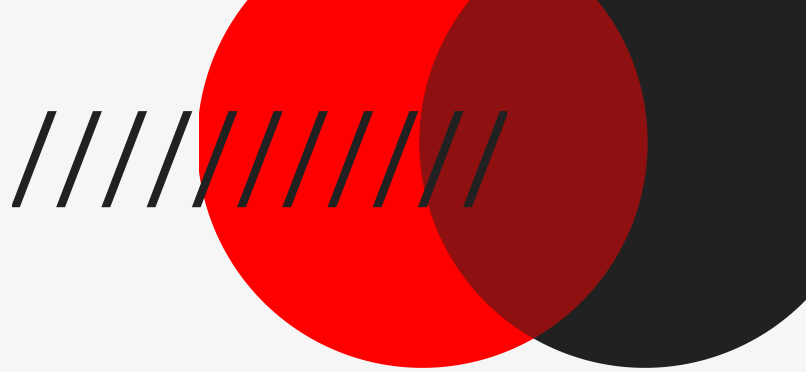
WORDPRESS WEBSITE DEVELOPMENT WITH SEO

LEVEL-2 (ADVANCED)



REGIONAL INSTITUTE OF COMPUTER SCIENCE

 4th Mile, Opp. Diphupar Police Station, Dimapur-797112 : Nagaland
 www.rics.net.in



COURSE DESCRIPTION & DETAILS:

Wordpress is the most popular Content Management System (CMS) in world. It is used by many popular companies, educational institutions and news channels to publish their news and courses online. We will learn this course in live environment. We will also start the training from beginner level so that anyone who has the knowledge of basic computer operation can learn to become a Wordpress Developer.

This Level 2 (Advanced) course will be the building block to your experience with Wordpress. This will give you the fundamental administrative functions of the Wordpress dashboard and a solid understanding of its inner workings. Wordpress was developed with Search Engine Optimization (SEO) in mind. This class will also cover how to use powerful SEO so that your website will be more easily found online.

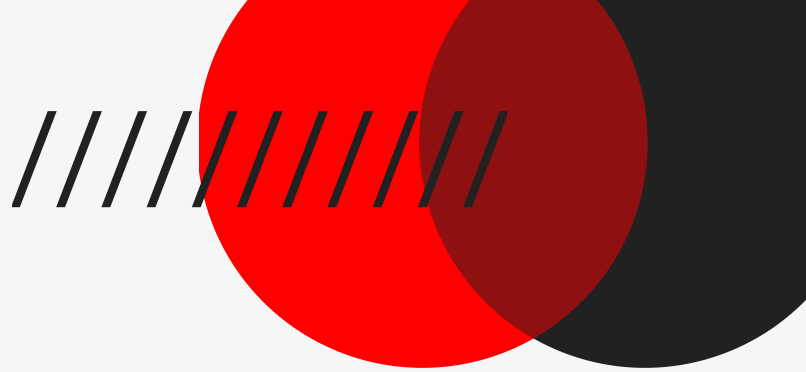
WHO CAN ENROLL IN THIS COURSE?

Anyone new to Wordpress or anyone who has the knowledge of basic computer operation is a good candidate for this course. No prior Wordpress knowledge is needed. No prior Web Development or Programming Skills are required. This course is designed for both Technical & Non-Technical Students who are interested to learn Website Development from scratch.

COURSE OUTCOME:

- 01** Students will learn in depth about Domain & Hosting
- 02** Students will learn about SSL & Emails
- 03** Students will learn how to develop a Complete & Professional Website
- 04** Students will learn how to Manage Websites
- 05** Students will learn how to Backup/Restore a Website
- 06** Students will learn how to implement SEO
- 07** Students will be able to apply for jobs anywhere in the world
- 08** Students will be able to start their own business
- 09** Students will be able to do freelancing

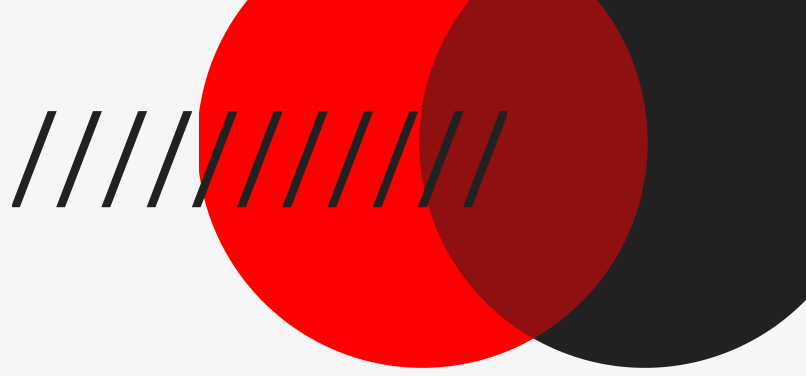




SYLLABUS & CONTENTS COVERED:

1. Introduction to Website Development
2. Understanding Domains
3. Types of Domains and their uses:
 - 3.1. ICANN & DNS (Domain Name System)
 - 3.2. Top-Level Domain (TLDs)
 - 3.3. Country Code Top-Level Domain (ccTLD)
4. Understanding Hosting
5. Types of Hosting and their uses:
 - 5.1. Shared Hosting & its uses
 - 5.2. Wordpress Hosting & its uses
 - 5.3. Business/Cloud Hosting & its uses
 - 5.4. Virtual Private Server (VPS) Hosting & its uses
6. Understanding Secure Socket Layer (SSL)
7. Understanding Hypertext Transfer Protocol (HTTP) & (HTTPS)
8. Understanding Emails:
 - 8.1. Free Emails
 - 8.2. Business/Paid Emails
9. Purchasing/Registering Domains
10. Purchasing/Registering Hosting
11. Connecting Domain & Hosting Using DNS
12. Installing SSL
14. Creating Business/Paid Email & Free Email
15. Installing Wordpress

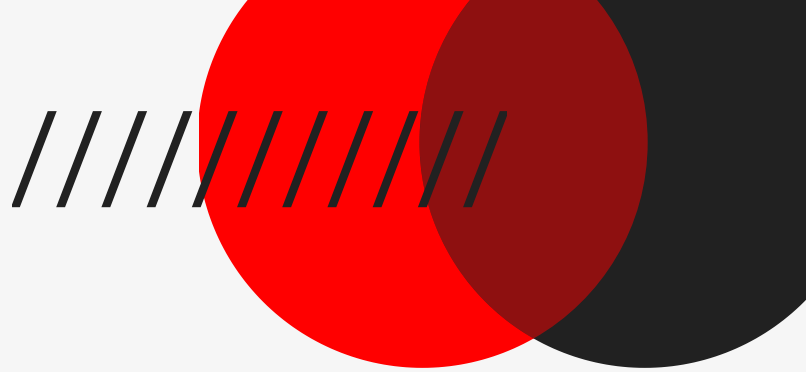




SYLLABUS & CONTENTS COVERED:

- 16. Understanding Wordpress Dashboard
- 17. Wordpress Dashboard Settings
- 18. Understanding Themes
- 19. Types of Themes & its uses
- 20. Installing Theme
- 21. Creating Pages
- 22. Creating Posts
- 23. Customizer Settings
- 24. Creating Menu:
 - 24.1. Header Menu
 - 24.2. Footer Menu
- 25. Creating Widgets
- 26. Inserting Multimedia Files:
 - 26.1. Pictures & Their Types.
 - 26.2. Videos (Internal & External Link)
 - 26.3. Documents (Word, Excel, PDF etc.)
- 27. Understanding Plugins
- 28. Types of Plugins & its uses
- 29. Installing Plugins
- 30. Types of Page Builders:
 - 30.1. Gutenberg
 - 30.2. Elementor
 - 30.3. Divi





SYLLABUS & CONTENTS COVERED:

31. Managing Links:

- 31.1. Button Link
- 31.2. Picture Link
- 31.3. Text Link
- 31.4. Social Link

32. Creating Forms

- 32.1. Receiving Message From Forms
- 32.2. Replying To Messages
- 32.3. Form Settings

33. Adding Whatsapp Button Button/API to Website

34. Adding Chatbot API to Website

35. Understanding Online Payments Bank:

- 35.1. Set-Up Online Payments Bank
- 35.2. Adding Payment Link/Button to Website
- 35.3. Editing Payment Options
- 35.4. PROs & CONs of Payments Bank

36. Adobe Photoshop

37. Creating a Blog Website

38. Creating a School/College/University or any other types of Website

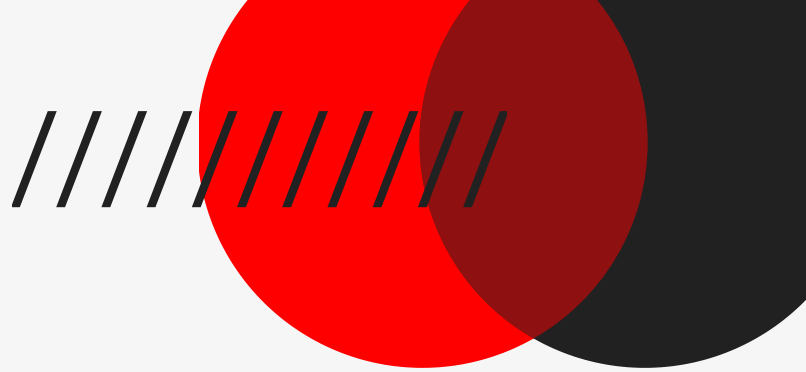
39. E-Commerce Website

40. Website Tips & Tricks

41. Webpage Cache/Caching

42. Creating Online Test/Quiz Page





SYLLABUS & CONTENTS COVERED:

43. Website Optimization for Multiple Devices:

43.1. Desktop/Laptop Optimization

43.2. Tablet Optimization

43.3. Mobile Optimization

44. Website Management:

44.1. Updating Wordpress

44.2. Updating Themes

44.3. Updating Plugins

44.4. Editing Content

44.5. Changing Medias

44.6. Adding/Deleting Page after Deployment

44.7. Changing Design/Looks of the Webpage after Deployment

44.8. Adding New Page(s) to Menu after Deployment

44.9. Backup/Restore a Website

45. Introduction to Search Engine Optimization (SEO):

45.1. What is SEO

45.2. Why SEO is Important from a Business Perspective

45.3. Advantages and Disadvantages of SEO

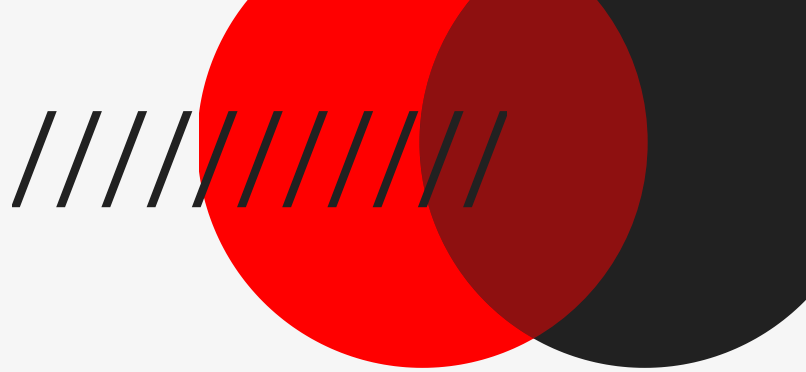
46. How Search Engines Work:

46.1. Crawling

46.2. Indexing

46.3. Retrieval or Ranking





SYLLABUS & CONTENTS COVERED:

47. Types of SEO:

47.1. On-page SEO

47.2. Off-page SEO

47.3. Technical SEO

48. Keyword Research and Competitive Intelligence:

48.1. What is keyword research and why is it important

48.2. 4 key principles of effective keyword research

48.3. Types of keywords you should target and optimize for

48.4. How to build an extensive SEO keyword plan

49. On-Page Optimization:

49.1. What is On-Page Optimisation and why is it important

49.2. Title tags: Best practices

49.3. Domain and URL: Best practices

49.5. Meta description: Best practices

49.5. Image Optimisation: Best practices

50. Off-Page Optimization:

50.1. Why is link building important?

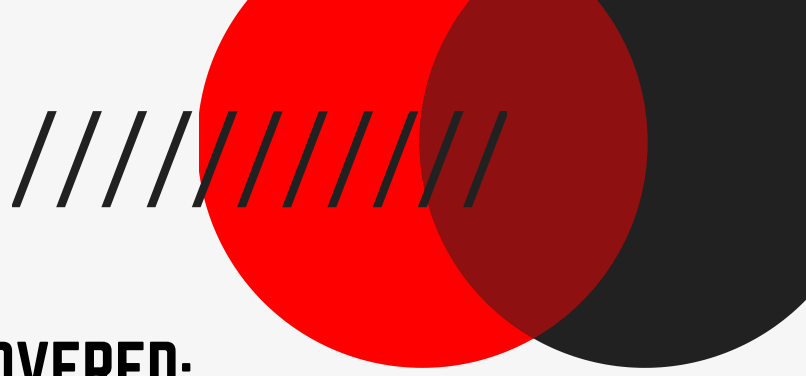
50.2. Anatomy of a quality backlink

50.3. Major off-page SEO ranking factors

50.4. Social media signals

50.5. Effective link building strategies





SYLLABUS & CONTENTS COVERED:

51. Local SEO:

51.1. How to get your business among the top local search results

52. SEO Tools

53. Analytics and Measurement

54. SEO Audit

55. Understanding File Transfer Protocol (FTP):

55.1. Filezilla

56. Theory Examination

57. Individual/Group Project (Practical)

PROGRAM DETAILS:

- 01** Qualification ————— 10th / HSLC / SSC and above
- 02** Course Duration ————— 03 Months
- 03** No. of Student per Batch — 4 Students per Batch.
- 04** Batch Timing ————— 2 hrs per Batch (Monday to Friday)
 - 1st Batch : 09:30 AM to 11:30 AM
 - 2nd Batch : 12:00 NOON to 02:00 PM
 - 3rd Batch : 02:00 PM to 04:00 PM





COURSE FEE DETAILS:

Total Course Fee ————— Rs. ~~47,800~~ Rs. 30,000/- only

*Fees can be paid in 3 instalments or one time according to the convenience of the Student :

- 1st instalment of Rs. 10,000/- which has to be paid at the time of joining.

* Certificate will be issued only after successful completion of Theory & Practical Exams.

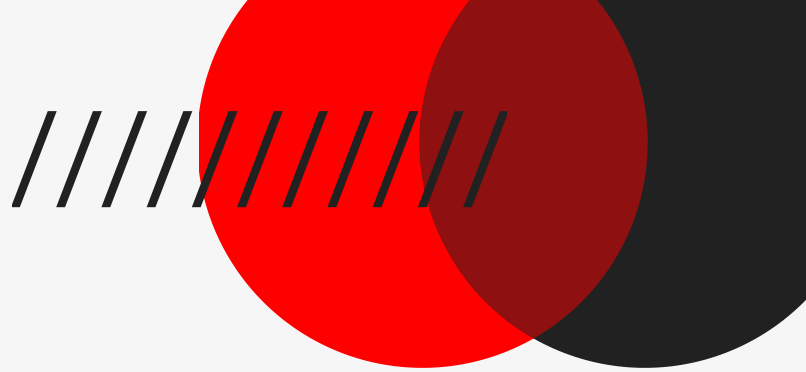
* Certificate will be issued only after clearing the full fees.

* Fees once paid will not be refundable under any circumstances.

DOCUMENTS NEEDED FOR ADMISSION:

- 01** 2 Passport Size Photo (latest)
- 02** Latest Qualification both Admit Card & Marksheet (Xerox & Self Attested)
- 03** Any Govt. Issued ID Proof (Xerox & Self Attested)





ABOUT RICS:

We are an Autonomous Institution existing to establish, develop and maintain the highest standards of education in the field of Information Technology. The institute was founded in Dimapur, Nagaland. We have trained over 300+ Students. We have over 10+ years experience in IT Industry. We have curated all the courses in such a way that any student that joins us will be skilled through our top notch syllabus.

- 90% Practical & 10% Theory Classes.
- 1 Student 1 PC.
- Advanced Learning Methodology.
- Online Student Verification.
- Online Examination.
- Learn with the Latest & Updated Software's.

Our courses & syllabus has been compiled to meet the latest industry standards. RICS has been accredited by United Accreditation Foundation (UAF) & International Standard Organization (ISO 9001 : 2015) to Provide Vocational Training in the field of Information Technology.

OUR VISION:

Our Vision is to provide world class Education with the purpose to contribute to the society through excellence in emerging areas of IT & Computer Science.

We aim at providing the best with the most affordable fee in Nagaland. We want our students to be job ready so that they can excel in their career. We visualize in educating every mind in the field if IT & Computer Science, so that no one is left behind in this advanced and changing world.

OUR MISSION:

- To develop the power to think and acquire information.
- To provide practical knowledge & to face any technical problems tactfully in your career.
- To build positive and bright future for the younger generation.
- To bring change in your career and value of technology.
- To help you understand the importance of computer education in our daily life.





KNOW YOUR FACULTY:

Mr. TEMJENYANGER

BCA, DCH, MCITP, CCNA

Founder of RA Consultant-Nagaland

www.raconsultant.xyz

With over 5+ years of teaching and website development experience, He has worked for various Educational Institutions around Dimapur. He has also developed 20+ Websites till date for Educational Institutions, Blog, Consultancy, Educational Institutes & Hospitals to name a few.

He has worked with:

1. IIHT, Dimapur as an IT Faculty
2. ICFAI University, Nagaland as a System Administrator
3. Pinnacle Skills, Dimapur as an IT Faculty & Coordinator
4. CECS, Dimapur as an IT Faculty
5. Orion Edutech PMKK, Dimapur as an Electronics & IT Faculty
6. IT Advisor to different MNCs around Northeast & India



Mr. Hamidul Islam

- M.A Mass Communication & Journalism
- Google and HubSpot Certified Expert

Founder of AdsWise Digital
www.adswisedigital.com

With over 4+ years of experience in SEO & Digital Marketing. He has worked with various clients and Domains in India. He has managed SEO & Digital Marketing of more than 15 companies till date.

He is currently managing SEO & Digital Marketing for:

1. Unbound Digital (Guwahati, Delhi and Mumbai)
2. Saliegral, Gurugram
3. Plangamy. Delhi
4. Apollo Clinic - Zoo Road, Guwahati
5. RICS, Dimapur
6. RA Consultant, Dimapur





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RICS

"Don't Wait for Tomorrow when you can learn Today"