



in conjunction with



Course Curriculum: Complete Beginner's Guide to Website Design (No Coding)

4-WEEKS MODULE ON BEGINNER'S GUIDE TO WEBSITE DESIGN

Module 1: Foundations of Website Design (Week 1)

Lesson 1: Introduction & The Website Opportunity

- Why websites are essential for businesses today
- Types of websites (business, e-commerce, personal brand, NGO, blog)
- Overview of no-code website design tools (WordPress, Wix, Shopify)

Lesson 2: Setting Up Your Web Design Environment

- Buying a domain & hosting (step-by-step)
- Installing WordPress (hands-on demo)
- Navigating the WordPress dashboard

Lesson 3: Web Design Principles (No Coding Needed)

- Choosing the right theme
- Understanding layouts, typography, and colors
- Mobile responsiveness explained

Module 2: Building Your First Website (Week 2)

Lesson 4: Introduction to Elementor (Drag-and-Drop Design)

- Installing & activating Elementor
- Understanding widgets & templates
- Building your first landing page

Lesson 5: Creating Core Website Pages

- Home, About, Services, Contact
- Adding images, text, buttons, and forms
- Linking pages together

Lesson 6: Adding Functionality Without Coding

- Contact forms (WPForms / Elementor forms)
- Maps, social media links, WhatsApp chat integration
- Adding security plugins

Module 3: E-Commerce Websites Made Simple (Week 3)

Lesson 7: Introduction to Online Stores

- Why e-commerce is booming
- Case study: How Nigerian SMEs sell online

Lesson 8: Building an E-Commerce Website with WooCommerce

- Installing WooCommerce plugin
- Setting up product pages, categories, and checkout
- Adding payment gateways (Paystack, Flutterwave, PayPal, Stripe)

Lesson 9: Customizing & Optimizing Your Online Store

- Adding shipping & delivery options
- Optimizing for mobile shopping
- Upsells & cross-sells

Module 4: Launching, Marketing & Monetizing (Week 4)

Lesson 10: Website Launch Checklist

- Testing speed & responsiveness
- Securing your site (SSL, backups, updates)
- Going live

Lesson 11: SEO & Traffic Basics (No Coding Needed)

- Keyword research (using free tools)
- On-page SEO with RankMath/Yoast
- Submitting site to Google Search Console

Lesson 12: Monetizing Your Web Design Skills

- Pricing websites for clients (\$500k – \$ 40,000+)
- Building a portfolio website
- How to get your first 3 clients (Fiverr, Upwork, LinkedIn, WhatsApp groups)
- Offering maintenance packages (\$10 – \$5,000/month)

Bonus Sessions

- **Free hosting and domain name for class practice.**
- **Q&A / Troubleshooting Workshop** (students bring their site problems, you fix live)
- **Certificate of Completion** (downloadable PDF)

Teaching Format

- **Live Zoom classes:** 2–3 per week (90 mins each).
- **Homework/Assignments:** Build a personal site → business site → e-commerce site.
- **Community:** WhatsApp/Telegram group for support.
- **Upload Recordings:** Each session goes into LMS for lifetime