



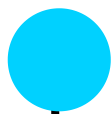


## Why This Course?

- **Expert Lead: Training by Arshad Sabu, MCA (Web Architect).**
- **AEO & SEO: Not just design, learn to rank on Google & AI Engines.**
- **Live Sessions: Interactive classes from 7:30 PM to 9:00 PM.**
- **Portfolio Ready: Walk away with a live website you built.**

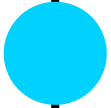


# The 21-Day Roadmap (Curriculum)



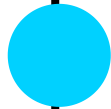
## **Phase 1 (Day 1-7): The Foundation**

- DNS, Hosting & Server Management.
- WordPress Architecture & Core Settings.



## **Phase 2 (Day 8-14): Design Mastery**

- Elementor Pro Engineering.
- Responsive UI/UX for all devices.



## **Phase 3 (Day 15-21): Growth & Launch**

- Technical SEO & AEO Strategies.
- Freelancing Guide & Portfolio Launch.



## Foundations & Architecture

- **Day 1: The Internet Blueprint: Understanding Client-Server Architecture.**
- **Day 2: Domain & Hosting Mastery: Choosing the Right Infrastructure.**
- **Day 3: Professional Branding: Setting up Business Emails (Webmail/G-Suite).**
- **Day 4: DNS Engineering: Managing Nameservers, A Records & MX Records.**
- **Day 5: WordPress Installation: H-Panel & C-Panel Walkthrough.**
- **Day 6: Practice Environment: Setting up Local Servers (LocalWP/XAMPP).**
- **Day 7: Week 1 Review: Q&A Session & Architecture Assignment.**

## Visual Engineering & Design

- **Day 8: Intro to Elementor: Drag & Drop Logic for Architects.**
- **Day 9: Design Psychology: Color Theory & Modern Typography.**
- **Day 10: Landing Page Crafting: Building High-Conversion Layouts.**
- **Day 11: Dynamic Content: Managing Blogs, Categories & Taxonomies.**
- **Day 12: Interaction Design: Forms, Pop-ups & User Engagement.**
- **Day 13: Mobile First: Advanced Responsive Design Techniques.**
- **Day 14: Mini Project: Building your own Professional Portfolio.**

## Advanced Optimization & Career

- **Day 15: SEO Foundations: On-Page, Off-Page & Technical SEO.**
- **Day 16: The Future - AEO: Optimizing for AI Search (ChatGPT/Perplexity).**
- **Day 17: Speed & Performance: Caching, CDN & Core Web Vitals.**
- **Day 18: Web Security: SSL, Firewalls & Automated Backup Systems.**
- **Day 19: Deployment Mastery: Migrating from Local to Live Server.**
- **Day 20: The Freelance Blueprint: Getting Clients & Global Opportunities.**
- **Day 21: Grand Finale: Final Project Submission & Certification.**



**Founder's Batch Offer: ₹2,999 (Limited to 15 Seats)**  
**Inclusions: Certificate + Recorded Sessions + Tools List.**

**Contact Info:**

**WhatsApp: +91 8157814355**

**Website: <https://learn.dotextalk.com>**

**Email : [learn.dotextalk@gmail.com](mailto:learn.dotextalk@gmail.com)**