

TECZPERT

All-In-One Digital Business Mastery Course

The Complete Blueprint for AI, Marketing, Ads & Website Development

Master digital marketing and WordPress web development in two focused days — and start landing more sales for your products and services.

CRM	Organic Traffic	Paid Ads
SEO	Blogging	WordPress Website Management
Graphic Design	Video Editing	AI Prompt Engineering
Landing Page Creation	Sales Pipeline	Template Creation & Tracking

30 Modules • 10 Hours • Beginner to Advanced

Course Modules

01	Course Introduction & Overview
02	Business Psychology, Niche Identification & Business Positioning
03	AI & Prompt Engineering Fundamentals
04	AI Image Generation
05	AI Video Generation
06	Graphic Design with Canva
07	Video Editing for Business
08	WordPress Website Setup & Dashboard
09	WordPress Website Types & Planning
10	WordPress Themes, Plugins & Essential Stack
11	WordPress Pages, Posts & Content Creation
12	WordPress Landing Pages & CTA Design
13	WordPress Contact, Forms & Communication
14	WordPress SEO & Blog Publishing
15	WordPress Customisation & Branding
16	WordPress eCommerce & WooCommerce
17	WordPress Security, Speed & Maintenance
18	Social Media Strategy & Organic Reach
19	Social Media Auto-Posting & Scheduling
20	n8n Automation & WordPress Workflows
21	Google Ads — Paid Search Campaigns
22	Meta Ads — Facebook & Instagram Campaigns
23	CRM Setup & Sales Pipeline Management
24	Email Marketing
25	WhatsApp Marketing
26	Lead Generation with AI & Automation
27	Third-Party Platforms & Software for Business Growth
28	Performance Tracking & Reporting
29	Template Creation & Tracking Systems
30	Action Plan, Next Steps & Scaling

Module 01

Course Introduction & Overview

Welcome to the course — a full walkthrough of what you will build, the tools you will use, and how everything connects into one digital business ecosystem.

- Welcome, introductions & trainer overview
- Full course walkthrough — what you will build by the end
- Tools overview — AI, WordPress, ads, CRM, automation
- How to get the most out of this course
- Setting up your workspace — accounts, tools, access

Module 02

Business Psychology, Niche Identification & Business Positioning

Understand how buyers think, identify your most profitable niche, and position your business so customers choose you over competitors.

- FOMO — time-sensitive deals that drive buying decisions
- Bandwagon effect — using social proof as a sales tool
- Anchoring — setting a price benchmark before your target price
- Goldilocks pricing — cheap, expensive, and target option strategy
- Framing technique — making customers feel they save money long term
- Buyer persona mapping — demographics, pain points, goals
- Niche identification — finding where demand meets your strengths
- Competitor research — identifying gaps in your market
- Unique Value Proposition — what makes your business different
- Offer stack creation — entry, mid, and premium tier products or services

Module 03

AI, MCP & Prompt Engineering Fundamentals

Learn how to communicate with AI tools effectively so they produce business-ready content, copy, and research on demand.

- ChatGPT, Claude, Gemini — differences and when to use each
- Prompt structure — role, context, task, format, tone
- Role prompting — telling AI who to be before asking
- Chain prompting — breaking complex tasks into steps
- Prompts for sales copy, emails, product descriptions, ad copy
- Prompts for competitor analysis and market research
- Prompts for listing content — ecommerce and service pages
- Building a personal prompt library for your business
- Applying psychological persuasion inside AI prompts
- Live examples — generating real business content in session
- ChatGPT & Claude – Connectors , Plugins , Projects, Skills, Style

Module 04

AI Image Generation

Create professional-quality visuals for your business without a designer using AI image generation tools.

- How AI image generation works — diffusion models explained simply
- ChatGPT DALL-E — quick image generation inside ChatGPT
- Midjourney — creating high-quality marketing visuals
- Gemini image generation — practical business use cases
- Writing effective image prompts — style, subject, mood, background
- Creating product mockups, banners, social media visuals
- Consistent brand visuals — same style across all outputs
- Editing and refining AI-generated images
- Canva AI — text to image inside your design workflow
- Copyright and usage rights of AI-generated images

Module 05

AI Video Generation

Produce engaging video content for social media, ads, and websites without a camera or video production team.

- Why video is the highest-ROI content format right now
- InVideo AI — generating full videos from a text prompt
- HeyGen — AI avatar videos with your face or a virtual presenter
- Runway ML — AI video generation and editing overview
- Kling / Pika — turning images into short video clips
- Writing video scripts with AI — hook, body, CTA structure
- Adding voiceovers — ElevenLabs AI voice generation
- Subtitles and captions — auto-generate for reach and accessibility
- Use cases — product demos, testimonials, ads, explainers
- Exporting and repurposing videos across all platforms

Module 06

Graphic Design with Canva

Design professional branded graphics for social media, marketing materials, and your website without any design experience.

- Canva dashboard overview — free vs pro features
- Setting up your brand kit — logo, colours, fonts
- Creating social media posts — Facebook, Instagram, LinkedIn sizes
- Instagram Stories, Reels covers, YouTube thumbnails and banners
- Flyers, brochures, and promotional materials
- Canva AI features — Magic Write, background remover, text to image
- Building a branded template library for your team
- Resizing designs across all formats in one click
- Collaborating with team members inside Canva
- Exporting correctly — PNG, JPG, PDF, MP4 formats

Module 07

Video Editing for Business

Edit and polish your videos to a professional standard using fast, browser-based tools built for non-editors.

- Veed.io — full browser-based video editing walkthrough
- Canva video editor — quick Reels and Story videos
- Cutting, trimming, and transitions — quick editing techniques
- Adding captions and subtitles automatically
- Adding logo watermark and brand colours
- Background music — royalty-free sources and how to use them
- Creating talking-head videos with AI avatars — HeyGen overview
- Exporting for each platform — resolution, format, duration guide
- Repurposing one video across YouTube, Instagram, TikTok, LinkedIn
- Building a simple video production workflow for consistency

Module 08

WordPress Website Setup & Dashboard

Get WordPress installed and configured correctly from day one so your website is fast, secure, and ready to grow.

- Hosting and domain — choosing and connecting the right provider
- One-click WordPress install via cPanel and Softaculous
- WordPress dashboard full walkthrough — every menu explained
- WordPress settings — permalinks, reading, discussion, media
- Users and roles — admin, editor, author, subscriber explained
- Installing essential plugins — SEO, security, backup, cache, forms
- Connecting domain email to WordPress
- SSL certificate activation — making your site secure
- WordPress admin bar — front end vs back end navigation
- Initial site health check — fixing common setup errors

Module 09

WordPress Website Types & Planning

Choose the right website structure for your business goals before you build a single page.

- Business brochure site — services, about, contact structure
- eCommerce site — WooCommerce product and checkout setup
- LMS site — online courses with LearnDash or Tutor LMS
- Membership and subscription sites — gated content and recurring billing
- Booking and appointment sites — Amelia and BookingPress
- Directory and listing sites — GeoDirectory and Listify
- Multivendor marketplace — Dokan overview
- Sitemap planning — mapping all pages before you design

- Homepage structure — hero, services, proof, CTA, footer
- Choosing the right structure based on your business model

Module 10

WordPress Themes, Plugins & Essential Stack

Build your WordPress toolkit with the right theme and plugin combination to power any type of business website.

- Free vs premium themes — pros, cons, and best options
- Installing Astra, GeneratePress, Kadence, OceanWP
- Child themes — why you must use one and how to create it
- Starter templates — one-click demo import and customisation
- Essential plugins — SEO, security, backup, cache, forms, images
- Rank Math / Yoast SEO — installation and initial setup
- Wordfence security — setup and basic configuration
- UpdraftPlus backup — scheduling and offsite storage
- LiteSpeed Cache — performance configuration
- Plugin conflicts — how to identify, troubleshoot, and fix

Module 11

WordPress Pages, Posts & Content Creation

Create and structure all the content your website needs using both the Gutenberg block editor and Elementor.

- Block Editor (Gutenberg) — full walkthrough of every key block
- Elementor page builder — drag and drop, sections, columns, widgets
- Creating key pages — homepage, about, services, contact
- Blog posts — creating, formatting, categorising, scheduling
- Headings structure — H1, H2, H3 for readability and SEO
- Featured images — sourcing, sizing, and compressing
- Categories and tags — organising content correctly
- Media library — uploading, organising, and optimising images
- Menus — building navigation and dropdown menus
- Reusable blocks and global widgets — saving time across pages

Module 12

WordPress Landing Pages & CTA Design

Build high-converting landing pages and calls to action that turn website visitors into paying customers.

- Landing page anatomy — hero, value proposition, proof, CTA, footer
- Building with Elementor — full drag and drop walkthrough
- Importing and customising pre-built landing page templates
- Removing header and footer for distraction-free pages
- Writing headlines and subheadlines with AI assistance
- Adding trust elements — testimonials, logos, guarantees, numbers

- CTA button design — colour, copy, placement, and urgency
- Sticky CTA bar — floating button that follows the user down the page
- Exit-intent popup — capturing visitors before they leave
- A/B testing landing pages — testing headline vs headline

Module 13

WordPress Contact, Forms & Communication

Set up every communication channel your business needs directly inside WordPress to capture and convert leads.

- Building a professional Contact Us page with map and details
- Fluent Forms — contact form with name, email, phone, message
- Form notifications — admin alert and user auto-reply setup
- reCAPTCHA v3 — spam protection without friction
- Multi-step forms — reducing drop-off on longer forms
- Conditional logic — show and hide fields based on user answers
- Tidio live chat — installation, widget setup, business hours
- Tidio AI chatbot Lyro — auto-answering FAQs without a human
- WhatsApp chat button — WP Social Chat plugin setup
- Form submission automatically creating a contact in your CRM

Module 14

WordPress SEO & Blog Publishing

Drive consistent organic traffic to your website by optimising every page and publishing SEO-driven blog content.

- Rank Math full configuration — site-wide SEO settings
- XML sitemap generation and submission to Google Search Console
- Google Search Console setup — impressions, clicks, CTR tracking
- On-page SEO checklist — title, meta, focus keyword, readability
- Schema markup — FAQ, Article, Product structured data
- Blog post creation workflow — AI draft to published post
- Internal linking strategy — connecting posts and pages
- Repurposing blog content into social posts, emails, video scripts
- Google Analytics 4 — installation and basic event tracking
- Tracking keyword rankings and adjusting content strategy

Module 15

WordPress Customisation & Branding

Make your website look and feel like a professional brand that builds trust and converts visitors.

- Site identity — logo, site title, tagline, and favicon setup
- Typography — Google Fonts selection and application
- Colour palette — primary, secondary, and accent colour setup

- Header customisation — sticky header, transparent header, layout
- Footer customisation — widgets, columns, copyright text
- Custom CSS basics — targeting elements without a developer
- Responsive mobile view — checking and fixing on all screen sizes
- Maintenance mode and coming soon page setup
- Deleting unused themes and plugins for security and speed
- Final design review checklist before going live

Module 16

WordPress eCommerce & WooCommerce

Build a fully functional online store with products, payments, and order management set up correctly from the start.

- WooCommerce installation and setup wizard walkthrough
- Product types — simple, variable, digital, subscription
- Creating products — title, description, price, SKU, stock, images
- Variable products — size, colour, and material combinations
- Payment gateways — Stripe, PayPal, Razorpay, cash on delivery
- Shipping zones, rates, and flat rate or free shipping rules
- Coupon and discount setup — percentage, fixed, free shipping
- Order management — processing, completing, and refunding
- WooCommerce emails — order confirmation and shipping notification
- Abandoned cart recovery — plugin setup and automated email

Module 17

WordPress Security, Speed & Maintenance

Protect your website, keep it running fast, and maintain it so it never lets your business down.

- Wordfence security — full setup and firewall configuration
- Hiding wp-login.php and setting a custom login URL
- Two-factor authentication — setup for admin accounts
- UpdraftPlus — daily automated backup to Google Drive
- LiteSpeed Cache — full performance configuration
- Image optimisation — Smush or ShortPixel setup
- Cloudflare free CDN — DNS proxy and caching rules
- Core Web Vitals — LCP, FID, CLS explained and how to fix
- WordPress update routine — core, themes, and plugins safely
- Monthly maintenance checklist — health, speed, backups, uptime

Module 18

Social Media Strategy & Organic Reach

Build a consistent organic social media presence that grows your audience and drives traffic without paid ads.

- Platform overview — where your customers actually spend time

- LinkedIn — B2B organic strategy, profile optimisation, posting cadence
- Facebook — page setup, groups, and organic post strategy
- Instagram — feed, Reels, and Stories content mix strategy
- TikTok — short-form video, trends, and business account setup
- Twitter and X — thought leadership and niche community engagement
- Content pillars — the four types of posts every business needs
- Hashtag strategy — researching and using the right tags
- Engagement techniques — comments, DMs, and collaborations
- Manual outreach — LinkedIn Sales Navigator introduction

Module 19

Social Media Auto-Posting & Scheduling

Save hours every week by automating your social media publishing across all platforms from one place.

- Metricool — full platform walkthrough, scheduling, and analytics
- FS Poster WordPress plugin — auto-post on publish to all channels
- Stackposts — bulk scheduling and content calendar management
- Content calendar planning — mapping 30 days of posts in advance
- Adding URL, hashtags, title, and CTA to every scheduled post
- Recycling evergreen content — auto-repost strategy setup
- Best times to post per platform — data-backed recommendations
- Connecting Facebook, Instagram, LinkedIn, Twitter, Pinterest, TikTok
- Monitoring performance — reach, clicks, and engagement tracking
- Adjusting posting strategy based on analytics data

Module 20

n8n Automation & WordPress Workflows

Connect all your business tools together with automated workflows so leads, content, and notifications run without manual effort.

- What is n8n — visual no-code workflow automation explained
- n8n dashboard — workflows, nodes, credentials, executions
- Connecting n8n to WordPress via REST API and Application Password
- Auto-blog workflow — schedule trigger to OpenAI to WordPress publish
- Lead routing — form submission to CRM contact to email sequence
- Social auto-post — new WordPress post to caption to all social channels
- WhatsApp notification — new order or lead triggers WhatsApp message
- CRM workflow — tag applied to FluentCRM sequence start
- Error handling — retry logic, alerts on failure, fallback branches
- When to use n8n vs when to use plugin-based automation

Module 21

Google Ads — Paid Search Campaigns

Capture high-intent customers who are actively searching for exactly what you sell using Google Search and Performance Max.

- Google Ads account setup — campaigns, ad groups, ads structure
- Search campaigns — targeting people actively searching for you
- Keyword match types — broad, phrase, and exact explained
- Writing high-converting ad copy — headlines, descriptions, CTAs
- Ad extensions — sitelinks, callouts, and call extensions
- Landing page alignment — matching ad message to page content
- Conversion tracking setup — what counts as a conversion
- Negative keywords — stopping budget waste on irrelevant searches
- Performance Max campaigns — overview for ecommerce and services
- Reading reports — CTR, CPC, conversion rate, ROAS, and optimising

Module 22

Meta Ads — Facebook & Instagram Campaigns

Reach your ideal customers on Facebook and Instagram with targeted paid campaigns that generate leads and sales.

- Meta Business Suite and Ads Manager full setup
- Facebook Pixel installation — WordPress plugin method
- Campaign objectives — awareness, traffic, leads, conversions
- Core audiences — interest, behaviour, and demographic targeting
- Custom audiences — website visitors, email list, video viewers
- Lookalike audiences — finding more people like your best customers
- Ad formats — image, carousel, video, story, and reel ads
- Writing ad copy — hook, body, and CTA framework
- Budget and bidding — daily vs lifetime, manual vs automatic
- Retargeting — bringing back people who visited but did not convert

Module 23

CRM Setup & Sales Pipeline Management

Organise every lead and deal in one system so nothing falls through the cracks and your sales process runs like clockwork.

- What is a CRM and why every business needs one
- CRM options — FluentCRM, Perfex CRM, ERPNext, HubSpot free
- Setting up your pipeline — stages from new lead to closed deal
- Lead stages — New, Contacted, Qualified, Proposal Sent, Won, Lost
- Importing contacts — CSV upload, webhook, and manual entry
- Contact profiles — notes, activity log, deal value, lead source
- Task and follow-up management — never let a lead go cold
- Kanban pipeline view — visual board for tracking all deals
- Invoicing and quotations inside CRM — Perfex and ERPNext
- CRM and automation — webhook triggers from forms and landing pages

Module 24

Email Marketing

Build and automate an email marketing system that nurtures leads, drives repeat sales, and keeps your audience engaged.

- FluentCRM installation and FluentSMTP connection
- SMTP setup — Brevo, Mailgun, Amazon SES for reliable delivery
- Building your email list — opt-in forms and lead magnets
- Contact segments and tags — organising your audience by behaviour
- Broadcast campaigns — newsletters, promotions, announcements
- Email template design — drag and drop builder walkthrough
- Subject line writing with AI — optimising for open rates
- Email sequences — welcome series, nurture series, sales series
- Automation triggers — form submission, purchase, tag applied
- Campaign analytics — open rate, click rate, revenue attribution

Module 25

WhatsApp Marketing

Reach customers directly on the world's most-used messaging app with personalised campaigns that drive instant responses.

- WhatsApp Business App vs WhatsApp Business API — key differences
- Setting up WhatsApp Business profile — catalogue, quick replies
- WhatsApp API via Meta Cloud API — setup overview
- Getting message templates approved by Meta
- Broadcast campaigns — sending bulk messages to opted-in contacts
- Personalisation — name, product, and offer variables in messages
- WhatsApp chatbot — automated responses for FAQs and lead capture
- Integrating WhatsApp with CRM — contact sync and lead tagging
- Combining WhatsApp and email for multi-channel nurture sequences
- Compliance — opt-in rules, opt-out handling, anti-spam best practices

Module 26

Lead Generation with AI & Automation

Build a consistent flow of qualified leads into your pipeline using AI-powered research, outreach, and automated follow-up.

- Inbound vs outbound lead generation — choosing the right approach
- AI-powered lead research — finding prospects with ChatGPT and LinkedIn
- LinkedIn Sales Navigator — filters, saved searches, and lead lists
- Email finding tools — Hunter.io and Apollo.io overview
- Building a prospect list — company, contact, email, phone
- AI outreach personalisation — writing personalised first lines at scale
- Automating follow-up sequences — timing, cadence, and channels
- Webhook-based lead capture — form to CRM to email sequence

- Qualifying leads with AI — scoring and prioritising your pipeline
- Measuring lead generation performance — CPL, conversion rate, ROI

Module 27

Third-Party Platforms & Software for Business Growth

Expand your reach and streamline operations by leveraging the best external platforms and tools built for business growth.

- Google Business Profile — full optimisation for local search visibility
- Trustpilot and Google Reviews — reputation management strategy
- Clutch, Bark, and Thumbtack — service business listing platforms
- Amazon, Flipkart, Meesho — ecommerce marketplace listing overview
- Fiverr and Upwork — freelance marketplace presence for service businesses
- Shopify vs WooCommerce — when to use a hosted ecommerce platform
- Calendly and TidyCal — online appointment booking and scheduling
- Notion and ClickUp — internal operations and project management
- Zapier vs n8n — when to use each for third-party integrations
- Choosing the right tool stack — avoiding overcomplication and overlap

Module 28

Performance Tracking & Reporting

Measure what matters, cut what does not work, and make data-driven decisions to grow faster with less wasted spend.

- Google Analytics 4 — setup, events, conversions, and audience reports
- Google Search Console — impressions, clicks, CTR, average position
- Meta Ads Manager reporting — ROAS, CPL, frequency, relevance score
- Google Ads reporting — Quality Score, CTR, conversion rate, CPA
- CRM reporting — pipeline value, conversion rate, lead source analysis
- Email marketing reporting — open rate benchmarks, click rate, revenue
- Social media analytics — reach, engagement rate, follower growth
- Microsoft Clarity — free heatmaps and session recordings
- Building a weekly KPI dashboard — all key metrics in one view
- Monthly review process — what to keep, cut, and scale

Module 29

Template Creation & Tracking Systems

Build reusable templates and tracking systems that save hours every week and keep your marketing consistent and measurable.

- Elementor global templates — headers, footers, and section blocks
- Page templates — service page, blog post, landing page
- Canva branded templates — posts, stories, banners, flyers, thumbnails
- Email templates in FluentCRM — reusable campaign designs

- Proposal and quote templates — professional client-facing documents
 - Content calendar template — planning 30 days of content at a glance
 - Sales tracking spreadsheet — pipeline stages and deal values
 - Weekly reporting template — traffic, leads, conversions, ad spend
 - KPI dashboard setup — tracking key metrics in one central place
 - Building a template library your entire team can access and use
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Module 30

Action Plan, Next Steps & Scaling

Leave the course with a clear, prioritised action plan and the roadmap to grow your digital presence into a consistent sales machine.

- Full course recap — the complete digital ecosystem you have built
 - Your 7-day action plan — the most important first steps to take now
 - Your 30-day marketing plan — content, ads, email, and outreach schedule
 - Prioritising by business stage — what to focus on first vs later
 - Organic vs paid — when to invest in ads vs double down on content
 - Hiring vs DIY — when to bring in specialists for each area
 - Scaling your ad spend — from test budget to full campaign
 - Building a team around your digital marketing stack
 - Tools cost summary — free tier vs paid and what to upgrade first
 - Final Q&A, course close, and next steps for ongoing learning
-