1-ON-1 PERSONAL TRAINING PROGRAM

WORDPRESS MASTERY

Two Structured Tracks: Beginner → Advanced | Website Building, Design & AI-Assisted Development

TRAINING NAME

WordPress Mastery Program — by Global Web Digital & Learn AI Digital

HEMANT KALWANI

AI & Digital Marketing Expert | Ex-Google & Ex-Accenture Leader | Founder & Director, Global Web Digital and Learn AI Digital

Training delivered by Hemant Kalwani or a senior trainer from Team Global Web Digital / Learn AI Digital

15+ Yrs	8,500+	₹300+ Cr	35+
Industry Experience	Projects Delivered	Client Revenue Tracked	Countries Served

TRUSTED PARTNER. PROVEN RESULTS.

Certified by Google • WordPress Plus Partner • HubSpot

PROGRAM OVERVIEW

Two Personalized Tracks, One Trainer

This is a fully personalized, one-on-one coaching program for founders, marketers, freelancers and agency professionals who want to build, design and manage genuinely professional WordPress websites — not just learn the theory. Every session is live, one-on-one, and shaped around your website, your niche and your goals.

Choose the Beginner track to build a complete foundation, or go straight into the Advanced track if you already run WordPress sites and want to master today's AI-assisted stack — Full Site Editing, the native AI Assistant, WooCommerce and performance optimization. Both tracks are delivered by Hemant Kalwani or a senior trainer from Team Global Web Digital and Learn AI Digital — our expert professional trainers — personally shaped around your business, your product and your goals.

WHO DELIVERS THE TRAINING

Sessions are delivered by Hemant Kalwani himself, or by a senior, expert professional trainer from Team Global Web Digital and Learn AI Digital — vetted and mentored directly by Hemant to the same standard. Either way, you get personalized, 1-on-1 live coaching from a practitioner who builds and manages real WordPress websites, not a generic instructor.

https://learnaidigital.com/

	BEGINNER TRACK	ADVANCED TRACK
Duration	15 hours	20 hours
Level	Beginner — no prior experience needed	Intermediate/Advanced — for those who already run a WordPress site
Focus	Foundations: setup, themes, pages, plugins, security basics	Latest AI stack: Full Site Editing, AI Assistant, WooCommerce, performance, agency ops
Outcome	Build, design and launch your own professional WordPress website independently	Design, optimize and scale advanced, multi-site WordPress builds like a specialist

COMMON TO BOTH TRACKS

— 1-on-1 live online sessions (video call), fully personalized to your business.

— Flexible weekly scheduling, 5–7 hour sessions, adjusted to your availability.

— Hands-on work on your own product/business or a live practice account.

— Templates, worksheets and WhatsApp support between sessions.

— Guidance on best-practice WordPress development, hosting and plugin choices for your specific project.

BEGINNER TRACK • 15 HOURS

WordPress Mastery — Foundation Program

(Beginner Curriculum: Zero to Your First Live Website)

Seven modules covering everything needed to go from no experience to confidently building, customizing and launching a WordPress website on your own.

MODULE 1 WordPress Fundamentals & Installation — 2 hrs

- **Understanding the ecosystem:** WordPress.org vs. WordPress.com, hosting basics and domain setup.
- **Installing WordPress** and taking a full tour of the dashboard.
- **Core concepts:** themes, plugins, pages, posts and how they fit together.

MODULE 2 Themes & Site Setup — 2 hrs

- **Choosing & installing a theme** that fits your goals and audience.
- **Site Editor & Customizer basics:** colors, fonts, logo and global site settings.
- **Setting up your homepage, header and footer.**

MODULE 3 Pages, Posts & the Block Editor — 2.5 hrs

- **Creating pages & posts** using the Gutenberg block editor.
- **Working with blocks:** text, image, gallery, columns and more.
- **Reusable blocks:** saving and reusing content structures across your site.

MODULE 4 Essential Plugins & Site Features — 2 hrs

- **Must-have plugins:** contact forms, SEO basics and caching.
- **Installing & configuring plugins safely** without bloating your site.
- **Choosing reliable plugins** and avoiding common pitfalls.

MODULE 5 Menus, Widgets & Site Structure — 2 hrs

- **Building navigation menus** for clear, intuitive site structure.
- **Widgets & sidebar areas:** adding functional blocks outside the main content.
- **Planning a logical site structure** before you build.

MODULE 6 Media, Images & Basic Design — 2 hrs

- **Media library management:** uploading, organizing and optimizing images.
- **Basic image optimization** for faster page loads.
- **Simple design principles** for a clean, professional look.

MODULE 7 Security, Backups & Going Live — 2.5 hrs

— **Basic security hardening:** strong passwords, login protection and updates.

— **Setting up backups** so your site is never at risk.

— **Live practice session:** launching a real site together, step by step.

By the end of the Beginner Track, you will be able to independently build, customize and launch a professional WordPress website for your own business.

ADVANCED TRACK • 20 HOURS

WordPress Mastery — Advanced Growth Program

(Advanced Curriculum: Master Full Site Editing, WooCommerce & AI-Assisted Development)

Recommended after the Beginner Track or for practitioners who already run a WordPress site. Eight modules covering Full Site Editing, the native AI Assistant, WooCommerce, custom fields, performance and agency-grade operations.

MODULE 1 Full Site Editing & Block Themes — 3 hrs

- **theme.json & Global Styles:** site-wide design control without writing CSS.
- **Templates & template parts:** building custom headers, footers and page layouts visually.
- **Working with block themes** instead of classic PHP-based themes.

MODULE 2 Page Builders & AI-Assisted Design — 2.5 hrs

- **Page builder options:** Elementor, Kadence and when to choose a builder over native blocks.
- **WordPress's native AI Assistant:** generating and editing layouts, copy and styling by prompt.
- **Combining AI speed with manual control** for a polished, on-brand result.

MODULE 3 WooCommerce & Ecommerce Setup — 3 hrs

- **Store setup:** products, variations, payment gateways and shipping configuration.
- **Essential WooCommerce plugins** for a functional, trustworthy store.
- **Cart, checkout & conversion basics** for ecommerce sites.

MODULE 4 Custom Post Types, ACF & Dynamic Content — 2.5 hrs

- **Advanced Custom Fields (ACF):** adding structured, reusable content fields.
- **Custom post types & taxonomies** for content beyond standard pages and posts.
- **Displaying dynamic content** cleanly across templates.

MODULE 5 Performance Optimization & Core Web Vitals — 2 hrs

- **Caching & image optimization** for faster load times.
- **Choosing the right hosting** for your site's needs and traffic.
- **Diagnosing and fixing common speed issues.**

MODULE 6 Security Hardening & Site Maintenance — 2 hrs

- **Advanced security hardening:** firewalls, malware prevention and login protection.
- **Maintenance workflows:** updates, backups and monitoring on a schedule.
- **Recovering a compromised site**, step by step.

MODULE 7 SEO & AI Search Readiness for WordPress — 2.5 hrs

— **Configuring an SEO plugin properly** for technical and on-page SEO.

— **Schema & structured data** for richer search results.

— **Structuring content for AI Overviews and AI-driven search**, not just traditional rankings.

MODULE 8 Capstone: Full Website Build & Launch — 2.5 hrs

— **Live build session:** combining Full Site Editing, WooCommerce/ACF and performance best practices.

— **Pre-launch checklist:** security, SEO, speed and backups verified together.

— **Guidance on best-practice workflows** for ongoing client or personal site management.

By the end of the Advanced Track, you will be able to design, build and maintain advanced, AI-assisted WordPress websites across multiple projects — at a specialist, agency-ready level.

INVESTMENT

WordPress Mastery Program — by Global Web Digital & Learn AI Digital

Choose Your Track

BEGINNER TRACK

15 hours of 1-on-1 live training • Weekly flexible sessions • Foundations to first live website

ADVANCED TRACK

20 hours of 1-on-1 live training • Weekly flexible sessions • Latest Full Site Editing, AI Assistant & WooCommerce stack

WHY TRAIN WITH HEMANT

— **15+ years** in digital marketing, including leadership experience at Google and Accenture.

— **Google, Meta Blueprint & HubSpot** certified.

— Personally delivered **1,850+ client projects** and **8,500+ projects** across team & agency work, spanning 35+ countries.

— Over **₹300+ crore** in tracked client revenue.

— **Founder & Director** of **Global Web Digital** (a Google, Meta Business & Shopify Plus Partner agency) and **Learn AI Digital**.

GET STARTED

Reserve your seat — limited to a small number of 1-on-1 clients per month.

Hemant Kalwani

+91 96506 01774 (Call / WhatsApp) • hemant@globalwebdigital.com

https://hemantkalwani.com/ • https://globalwebdigital.com/ • https://learnaidigital.com/

Training delivered by Hemant Kalwani or a senior expert trainer from Team Global Web Digital / Learn AI Digital.