Fin Rock

ACADEMY

Certificate Program

Forward Deployed Engineering.



12-Week Live Program · No Prerequisites

Be the engineer every business wants on its side.

Build a fast website, get it ranking locally, run ads against it, ship a RAG-grounded AI lead pipeline in Python and Docker, and explain it all across a table.

01
BUILD

02
SHIP

03
GET FOUND

04
CONVERT

05
REPORT

06
RETAIN

DURATION	COHORT	YOU SHIP
12 WEEKS	**25**	**6 + 1**
live & recorded	*Max*	*Builds + client project*

BUILD

From your first terminal command to production-ready, responsive web experiences.

01 ***Build and Launch Your Website***
HTML, CSS, Git, deploy

02 ***Responsive layouts & Tailwind***
Tailwind and responsive design | SHIP #1

03 ***JavaScript***
Interactivity and practical UI logic

04 ***React, Next.js & CMS***
AI-assisted coding done right | SHIP #2

GET FOUND & CONVERT

Go beyond a website: make it discoverable, measurable and ready to generate leads.

01 ***Backend, Postgres & login***
Build the data layer | SHIP #3

02 ***Technical SEO***
Core Web Vitals and performance | SHIP #4

03 ***Local SEO***
Google Business Profile and content

04 ***Meta & Google Ads***
Campaigns and conversion tracking | SHIP #5

Operate & Sell

Turn technical work into a reliable service, then launch with a real client project.

01 ***Python & AI lead pipelines***
RAG, vector DB, WhatsApp and CRM handoff | SHIP #6

02 ***Docker, cloud & DevOps***
Containers, reliability and deployment

03 ***Real client kickoff***
Scoping, pricing and contracts

04 ***Launch your portfolio***
Ship, report and deliver the client project

WHAT YOU WILL BUILD

Six builds. One real client.

01

BUSINESS WEBSITE

Multi-page, responsive, live.

02

NEXT.JS + CMS

Client-editable content.

03

LEAD DASHBOARD

Login, admin panel and roles.

04

SEO REBUILD + AUDIT

Before-and-after metrics.

05

LANDING PAGE + ADS

Click-to-CRM tracking.

06

AI LEAD PIPELINE

Python, RAG and CRM handoff.

+1 REAL CLIENT PROJECT

Weeks 11-12 / Handover, monthly report and case study

WHY FINROCK

Build a website people can actually find.

4
WEEKS
SEO and paid ads

20
ROLE-PLAYS
Client conversations

0
BLANK FILES
Guided starting point

Design draft
v0 & Lovable — then fix what it gets wrong.

Coding assistant
Claude Code & Cursor — plan, context, review.

A product you sell
RAG-grounded lead agents with guardrails.

HTML / CSS | Tailwind | JavaScript | React | Next.js | Node

Python | Postgres | Vector DB | Docker | Vercel / Cloud VPS

Meta & Google Ads | GA4 | Claude Code | LLM APIs | RAG

BUILD.
RANK.
GROW.

ENROL NOW