



Website Development Training

Module I 16 hrs

TRAINING DESCRIPTION:

Participants will be taken through a process of internal and external research to reveal a better understanding of the internal needs of their organization and an analysis of competitor websites leading to establishing basics for their website design. Instructors will train participants in the development of and implementation of tactics to address the website needs identified. This training will include interactive conferencing, and On-Site training.

TRAINING OBJECTIVE:

This training will focus on your company's existing website activities and analyze them for effectiveness. Participants will learn to utilize Sitemap development, Wireframe Construction and WordPress to create a website that will better position your company's brand in the marketplace and strengthen new business opportunities.

SKILL ATTAINMENT:

Participants will be trained in a proprietary method for development of effective website design, including establishing the goals and needs of a website, website layout and template selection.

TRAINING CONTENT:

Training will provide knowledge and skills necessary to address the following:

- Training in website research and assessment
- Training in creation of a website wireframe – the skeleton layout of each main page
- Training in website layout including the navigation and submenu items for developers and designers to build upon
- Training in the use of WordPress for selection of templates from which to build a site.