



Website Development Training

Module III 16 hrs

TRAINING DESCRIPTION:

Website Development training III is designed to follow on the skills and knowledge attained through Website Development Modules I, and II. Instructors will guide participants in the development and implementation of knowledge and skills to address the website needs identified. This training will include interactive conferencing, and On-Site training.

TRAINING OBJECTIVE:

This training will focus on the development of your new website activities and analyze them for effectiveness; to utilize best practices such as Quality Assurance Testing, SEO Optimization and Google Analytics

SKILL ATTAINMENT:

Participants will be trained in a proprietary method for development of effective website design, including Mobile Optimization, Quality Assurance Testing, Search Engine Optimization (SEO) for integration with search engines, Redirects and Pixel Installation.

TRAINING CONTENT:

Training provided will include:

- Training in conducting an SEO audit to ensure that search engines like google can effectively showcase the new site in search engine results
- Training in utilizing metadata and key word search to achieve best search engine results
- Training in use of Google Analytics and Google Tag Manager
- Training in quality assurance for the site using multiple rounds of testing – monitoring site “health” and functionality
- Training in Mobile Optimization to ensure that the site translates to mobile devices, tablets and desktop including that mobile load speed is equivalent to desktop speed
- Training in Redirects – to ensure that old website links forward to appropriate page son the new site
- Training in pixel installation – installing tracking pixels for google Analytics and other marketing channels for monitoring website traffic
- Training in site launch – bringing the site “Live” to an existing hosting platform or a newly purchased one