

WEBSITE DEVELOPMENT FOR BUSINESS

This course benefits various levels of skill and experience, and will **empower** you to **maximise** the impact of your website through powerful website development tools

LEARNING OUTCOMES

Upon completion of this course, participants shall be able to:

- develop effective website for business
- understand the principles of creating an effective web page, including an in-depth consideration of information architecture
- explore a web development framework as an implementation example and create dynamically generated web site complete with user accounts, page level security, modular design using CSS and themes and data driven content
- develop skills in analysing the usability of a web site
- understand modern web application development
- use WordPress Platform to develop website

TARGET PARTICIPANTS:

IT Executive - Web Developer - Marketing Executives - Business Owners- Anyone looking to pursue a career in website development

SIRIM BERHAD, SHAH ALAM



COURSE OUTLINE

Topic 1 - Introduction to Website

- Website Development - Home
- Website Development - Introduction
- Required Skills
- Domain Name
- Domain Name Registration
- Website Development - Subdomains
- Domain Privacy
- Configure DNS Record on a Hosting Platform
- CMS Platforms
- Flat & Dynamic Webpages
- Publishing & Development tools
- Commercial & Free Themes
- Choosing a Web Hosting Company & a Plan

Topic 2 - Website Development

- Website Development - cPanel
- Website Development - Setup
- Public Authority Certificates
- Purchasing a Public Certificate
- E-Commerce Platforms
- E-Commerce Payment Gateway
- Small Business Website

Topic 3 - Website Security

- Back Up Your Website
- Webpage Migration
- Testing Your Website
- Website Development - Security

Topic 4 - Website Optimization

- Website as Marketing Tools
- Effective Website Design for Marketing
- Website Optimization
- Case Study - Best Practice for Website Management
- Hands on Session - Setup and Manage Website

Topic 5 - Search Engine Optimization

- Understanding Search Engine Optimization
- White Hat versus Black Hat Techniques
- On Site versus Off Site Optimization
- Case Study - SEO Optimization Sample Website
- Hands on Session - SEO Tools and Technique

Topic 6 - Web Analytics

- Definition and Importance of Web Analytics
- Web Analytics Tools
- Data Report and Analyse
- Case Study - Sample Web Analytics Reports
- Hands on Session - Setup Web Analytics Tools

Topic 7 - WordPress Basics

- WordPress - Home
- WordPress - Settings
- WordPress - Categories
- WordPress - Posts
- WordPress - Media
- WordPress - Pages

Topic 8 - WordPress Advanced

- WordPress - Tags
- WordPress - Links
- WordPress - Comments
- WordPress - Plugins
- WordPress - Users
- WordPress - Appearance

REGISTRATION

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MANAGEMENT AND SOFT SKILLS TRAINING WEBSITE DEVELOPMENT FOR BUSINESS

21-22 April 2020
 25-26 August 2020
 26-27 October 2020
 15-16 December 2020

SIRIM Berhad, Shah Alam, Selangor

REGISTRATION FORM

Contact Person			
Company Name			
Company Registration No.			
Address			
E-mail			
Contact No.	HP:	Office:	Fax:

Please tick for organisation type:

Local company	Individual	SME	MNC
Organisation/ Association	Company registered under state agency	Government	Others (organisation / societies / international)
GLC	Foreign company	Koperasi	Professional & technical services

Please tick to indicate the nature of your business :

Aerospace	Agricultural	Automotive	Building/Construction	Chemical	Communication
Defence	Distribution	Education and Industrial Training Services	Electrical and Electronics	Environment	Financial/Banking
Food and Beverages	Green Technology	Health Related & Social Services	Tourism & Related Travel	Information Technology	Machinery and Equipment
Medical Devices	Nuclear Fuel Industry	Oil and Gas	Plastics and Rubber Products	Pharmaceuticals	Power Plant Industry
Publishing/Broadcast	Research and Development	Shipbuilding	Textile/Clothing	Timber And Wood	Transport
Water Supply Industry	Others (Please specify):				

PARTICIPANT

No.	Name	Position	Email	Mobile No.
1.				
2.				
3.				
4.				
5.				

Signature :

Date :

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