

## 2 DAYS WORKSHOP COURSE CONTENT



DAY -1

**Topic 1 :** What is Domain Name and Hosting

DAY -1

**Topic 2 :** Compare the pricing & ways to find the best service providers



DAY -1

**Topic 3 :** What is Website & Web App ?  
a. How to choose the design of website

DAY -1

**Topic 4 :** Website development basics (Theme based or CMS based)



DAY -1

**Topic 5 :** Tools & Technologies associated  
Basics of the web HTML, CSS, UI/UX, FTP, Cpanel  
Github and Visual Studio code

DAY -1

**Topic 6 :** Royalty free images & editable infographics  
Freepik, Shutterstock, Pixabay & Canva





DAY -1

Topic 7 : How to write plagiarism free content- Content building strategies

DAY -1

Topic 8 : Configuring Business Emails and subdomain creation



DAY -1

Topic 9 : Difference between Free / Secure via HTTP/ HTTPS

DAY -1

Topic 10 : Deployment & Go Live with measures of how to Improve website speed & Image optimization techniques



DAY -2

Topic 1 : Marketing Efficacies

DAY -2

Topic 2 : How to install chat



DAY -2

Topic 3 : Social media integrations



**DAY - 2**

**Topic 4 :** Email Marketing campaigns



**DAY - 2**

**Topic 5 :** SEO friendly content & Google listing

**DAY - 2**

**Topic 6 :** Blogging & Google Listing



**DAY - 2**

**Topic 7 :** Real Time visitors check via Google Analytics

**DAY - 2**

**Topic 8 :** Techniques for promotional and lead generations methods

