Course : Creating a website, for non-computer specialists

Practical course - 3d - 21h00 - Ref. NIW
Price : 1830 CHF E.T.

You'll learn to use all the technologies needed to develop a website without any prior knowledge. You'll understand how the client-server relationship works. You'll know how to write your first HTML page, choose a web host, use statistical tools to track your site's traffic and enhance it with JavaScript.

🎯 Teaching objectives

At the end of the training, the participant will be able to:

- ✓ Understanding Web fundamentals
- ✓ Master the technical environment of a website
- ✓ Create an ergonomic website using an HTML and CSS code editor
- ✓ Handle website operation, referencing and analysis tools

Intended audience

Anyone wishing to build a website using today's technologies, or with a concrete Web culture in mind.

Prerequisites

Have a good knowledge of how to use your computer. Know how to surf the Internet and process e-mails.

Practical details

Hands-on work

Exercises are based on building a mini website. Participants will learn how to design, build and install their site on a real server.

Course schedule

1 Website panorama

- What is a website?
- The different types of site (forum, blog, online shopping, collaborative space).
- Types of website content (text, forms, tables, menus, hyperlinks, etc.).
- Multimedia content: images, video, audio, Flash animations.
- Examples of basic HTML pages and navigation.
- Static HTML pages and dynamic pages.
- The role of browsers (Firefox, Chrome, Microsoft Edge, Safari) and mobile browsers.

Hands-on work
Locate the different browsers on your PC, search for IP addresses or domain names.

2 Site creation

- Design and ergonomics.
- Notions of ergonomics. Writing for the Web. Accessibility.
- Responsive Design.
- Site analysis.
- Design the site's tree structure.
- Creation of the layout, graphic charter and images for the site. Optimization.
- Current standards (W3C).
- Multimedia in web pages.

Hands-on work
Design the organization of a website.

3 Integrated development environments (IDEs)

- What is an IDE?
- Why use an IDE?
- The best-known (Notepad++, Visual Studio Code, Sublime Text, Brackets...).
- Edit a Web page as it appears in current browsers.
- Popular web page editors (Adobe Dreamweaver, etc.).

4 Writing your first Web page in HTML

- Introduction to HTML.
- The principle of HTML tags and attributes.
- Text and paragraph formatting.
- CSS style sheets.
- CSS3/HTML5.

Hands-on work
Familiarize yourself with HTML. Write a page with images.

5 Simplify website creation with Wix

- Page creation and editing.
- Manipulate text, lists, images, tables and hyperlinks.
- Set up forms.
- CSS style sheets.
- Web page templates.

Hands-on work
Creation of a mini-site.

6 Integrating JavaScript scripts

- What is Javascript?
- Extend the possibilities of HTML with Javascript.
- How do you integrate Javascript into a Web page?
- Event management and the DOM.
- Automatic event triggering.
- How do I find the right scripts?

Hands-on work
Integrate scripts into a page.

7 Dialogue between client and server

- The notion of protocol.
- HTTP protocol.
- Upload files to a remote server using FTP software (Filezilla).
- Update a file with FTP.

8 Hosting and domain name

- Shared versus dedicated hosting.
- Different hosting providers (1and1, HostPapa, WebHostingPad, OVH...).
- Quality of service. Parallels between hosting price and features.
- Choose the domain name.
- How do I rent a domain name?
- Setting up a domain name account and Web hosting.
- Develop at home, implement in others.
- Responsibility for content. Respect for the charter (netiquette).

Storyboarding workshops
Make sure you understand the technical installation of a website. Key elements to consider when choosing a web host (rates, offers, features). Set up a web hosting account and transfer a website.

9 Natural referencing

- What is SEO and positioning?
- The choice of keywords.
- Optimizing content for SEO.
- Search engines and directories.
- Declare your website to the search engines.
- SEO analysis and monitoring (Google Analytics, Google Trends, etc.).

Hands-on work
Searching for relevant keywords. Use Google Keyword Tool (AddWords). Check your site's SEO credentials using Google Webmaster or an equivalent tool.

10 Operation and statistics

- Statistical tools, services offered by your host, other solutions (Google Analytics, Alexa, WebRankInfo...).
- Find out about traffic, visitors, browsers used...
- Identify relevant content.
- Hosting administration tools: CPanel or other proprietary tools (OVH...).
- Create a backup of your website.
- How do I restore?
- Updating a site (FileZilla, Net2Ftp...).

Hands-on work
Set up analysis tools. Discover the CPanel tool. Create a site archive, delete and restore it on the FTP server.