

# 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

### PARTICIPANTS

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.

### TRAINER QUALIFICATIONS

The experts leading the training are specialists in the covered subjects. They have been approved by our instructional teams for both their professional knowledge and their teaching ability, for each course they teach. They have at least five to ten years of experience in their field and hold (or have held) decision-making positions in companies.

### ASSESSMENT TERMS

The trainer evaluates each participant's academic progress throughout the training using multiple choice, scenarios, hands-on work and more. Participants also complete a placement test before and after the course to measure the skills they've developed.

## 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.

### TEACHING AIDS AND TECHNICAL RESOURCES

- The main teaching aids and instructional methods used in the training are audiovisual aids, documentation and course material, hands-on application exercises and corrected exercises for practical training courses, case studies and coverage of real cases for training seminars.
- At the end of each course or seminar, ORSYS provides participants with a course evaluation questionnaire that is analysed by our instructional teams.
- A check-in sheet for each half-day of attendance is provided at the end of the training, along with a course completion certificate if the trainee attended the entire session.

### TERMS AND DEADLINES

Registration must be completed 24 hours before the start of the training.

### ACCESSIBILITY FOR PEOPLE WITH DISABILITIES

Do you need special accessibility accommodations? Contact Mrs. Fosse, Disability Manager, at psh-accueil@orsys.fr to review your request and its feasibility.

## 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 referencng

- 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.