

STRATEGIC WEB DESIGN AND E-COMMERCE



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SWDE

Website designers need to deliver appealing and effective websites that are viewable on everything from large screens to the smallest phones. Web design is constantly evolving in terms of design, function, and integrations.

Students gain an understanding of website planning and design with templates, HTML5 programming, and e-commerce features.

They also will be able to use templates and WordPress as they build a fully functional lead generation or e-commerce website that showcases their talent.



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Chapter Titles	Content Hours	Chapter Learning Outcomes
LAY A STRATEGIC FOUNDATION	6	Students will be introduced to project management basics and the website planning process. Students will learn to factor client and user needs into web design and be able to identify the features of lead generation sites and e-commerce sites. They will evaluate platform options to suit the identified needs and goals of the client and users.
BUILD A LEAD GENERATION SITE	6.75	Students will examine the foundational steps in building a lead generation website and establishing SEO for it. They will become familiar with various business and geographic listings options and how they should be utilized as online marketing tools. Students will be able to integrate social media effectively into their websites.
CREATE EFFECTIVE CONTENT	8.25	Students will evaluate different webpage set up formats and be able to lay out pages with content and multimedia. They will be able to identify why content marketing is important and to transmit content marketing messages through various channels. Students will be introduced to graphic design principle and discover how to incorporate graphics, video, and more on a website.
ENHANCE SECURITY AND INTEGRATIONS	6.25	Students will examine aspects of website security, asset security, and cloud and data security. They will become familiar with CRM, automation and various plug ins.
BUILD AN E-COMMERCE SITE	6.5	Students will explore the fundamentals of e-commerce, whether adding it to a lead generation site or building an e-commerce site from scratch. They will understand the importance of properly integrating accounting and payment processing platforms.
EXPLORE OTHER E-COMMERCE PLATFORM	5.25	Students will be able to identify when an e-commerce platform is appropriate for redesign and learn how to use Shopify. They will become familiar with affiliate programs, social media and other off-site channels for expanding e-commerce opportunities.
RUN ANALYTICS AND MAINTENANCE	4	Students will be able to explain the role and value of analytics in web design and maintenance. They will be able to add analytics to a website and produce reports. Students will discover how A/B testing works.
Extension Learning Activities	42.5	GoDaddy website building, Search terms, Geographical listings, Social login, Web page design tips, Podcasts, Blog posts, WooCommerce tutorials, Google Analytics for Beginners
Course Project	10	Build a lead generation or e-commerce website
Exams and Evaluation	2	Midterm and final exams
Supplemental Content Recommendations	27	Affiliate Marketing, Tying it Together, Online Promotion, and Email Marketing

Course Knowledge

- Web project planning and team management - Client needs and audience
- Business listings, SEO, and social media set up - Content marketing for promotional strategies - Web design tools
- Role of security, social media, and CRM in web design - Lead generation versus e-commerce sites
- Analytics, reports and maintenance

Course Skills

- Using Gant charts
- Optimize pages using layout and SEO principles
- Using web design tools
- Evaluating e-commerce platforms and affiliate programs
- Integrate shopping carts, social media and basic CRM into a website
- Build a templated lead generation website or e-commerce store with products - Produce analytics reports

Total available content hours
124.5 hours

Note: Prebuilt teacher PowerPoints are available for online delivery of each chapter.
Note: Teacher training videos and audio tutorials are available online for each chapter.
Note: An online hosted WordPress environment is available for student activities and practice.

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