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Yann GEFFROTIN

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Current Course



Diploma in Web Business Development and Marketing

ID:	329
Fact Sheet:	View
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Learners:	4222
Certified:	206
Publisher:	Advance Learning
Rating:	

Featured Courses



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What's Next?

If you have completed a certificate course, why not check if there is a [diploma level course](#) on this topic?

Not sure what you want to study? Confused about where your abilities lie? No worries, we are here to help! The questions below will help you choose a course of study that is best for you. Whether you wish to enhance existing skills or learn something new, ALISON will guide the way! [Let's Begin!](#)

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CREATE A BUSINESS WEBSITE

In these modules Chris Farrell refers to Websites and course materials that can be downloaded. Links to these Websites and course materials can be accessed in the '[Extra Resources](#)' section after Module 5.

Module 1: Introduction to Building a Website

Topics in this module:

- Introduction to building a Website
- Terminology
- Course contents
- How do Web pages work

Module 2: What are Domain Names and Hosting Accounts

Topics in this module:

- How to choose a domain name
- What are Hosting accounts
- What are Nameservers
- Purchase a domain name Part 1
- Purchasing your hosting account
- How to change nameservers
- Purchase a domain name Part 2
- Confirm your hosting account

Module 3: How to Create Web pages

Topics in this module:

- What is a Web editor
- The Index page explained
- How to format text
- How to obtain a free Web editor
- The importance of the project folder
- A review of the Web editor
- How to save files correctly

Module 4: Images, Links and Formatting Explained

Topics in this module:

- Links explained
- Format a Web page correctly
- How to obtain images
- How to save images correctly
- Align text in a table correctly
- Creating links Part 1
- Add colour to Web page
- How to resize images
- Inserting images into a Web page
- Creating links Part 2
- Images explained
- Free image resizing software
- Align text and images correctly

Module 5: How to Publish Your Web page

Topics in this module:

- Introduction to Publishing your Web pages
- The publishing process Part 1
- Create a third Web page
- How to use templates
- How to publish your first Web page
- The publishing process Part 2
- How to link Web pages together
- Conclusion
- Three common publishing problems
- Create a second Web page
- What are autoresponders

Extra Resources

[Extra Resources](#)

Create a Business Website Assessment

[Create a Business Website Assessment](#)

Topics in this module:

- Create a Business Website Assessment

WEB PAGE and WEBSITE DEVELOPMENT TOOLS

Module 6: HTML Coding - Create Web pages**Topics in this module:**

- Basic HTML for creating and editing a Web page

Module 7: Cascading Style Sheets - How to Style Web Pages**Topics in this module:**

- CSS - Styles and style sheets
- Styling the Web page background
- How to style fonts
- What are selectors
- Pseudoclasses and pseudoelements
- What is inheritance and the cascade

Module 8: Using Adobe Dreamweaver CS3 to Create Web Pages and Websites**Topics in this module:**

- Introduction to Dreamweaver
- More Dreamweaver features
- Advanced features of Dreamweaver

Module 9: Indexing a Website on Google Webmaster**Topics in this module:**

- How to index a Web site using Google Webmaster

Website Development Tools Assessment

Website Development Tools Assessment

Topics in this module:

- Website Development Tools Assessment

BUILDING YOUR WEB BUSINESS

In these modules Chris Farrell refers to Websites and course materials that can be downloaded. Links to these Websites and course materials can be accessed in the 'Extra Resources' section after Module 13.

Module 10: Introduction to the Web**Topics in this module:**

- How to approach this course
- Image and file sizes explained
- Resizing images Part 1
- Resizing images Part 2
- How do Web sites work
- How to download files for the Web site

Module 11: Explaining Autoresponders and Email Marketing**Topics in this module:**

- How to publish additional Web pages
- What are autoresponders
- Making money from your Web site
- Where to obtain content for free eBooks
- Creating and publish your free eBook

Module 12: How to Build a List Using Autoresponders**Topics in this module:**

- What is the purpose of a squeeze page
- How to use autoresponders
- Create the confirmation email
- How to upload the Thank You and download pages
- How to create messages in AWeber

Module 13: Increase Website Traffic Using Affiliate Marketing**Topics in this module:**

- Introduction to affiliate marketing
- How to create a confirmation page
- Use AWeber to create further messages
- How to increase Web site traffic
- More about Web site traffic
- Concluding remarks

Extra Resources

Extra Resources

Forum

Welcome to the forum for the [Diploma in Web Business Development and Marketing](#).

In this forum you can do the following:

- 1)Reply to a thread/comment by clicking on the thread of interest to you.
- 2)Create a new discussion.

To find out more about using our forums, click [here](#).

Building Your Web Business Assessment

Building Your Web Business Assessment



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Diploma in Operations Management



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Just Launched

- Fundamentals of Gravity
- Using SnagIt for Image and Video Capture
- Mastering French Grammar and Vocabulary
- Understanding Cell Division
- Using Eyejot for Video Communication in the Classroom
- Introduction to Swedish
- Improving Your French Language Skills
- Introduction to Contracts in Law
- Knowing the Difference between an Idea and an Opportunity
- Understanding How Commercial Banking Helps Technology Companies
- Introduction to Cash Accounting
- Fundamentals of Marketing Your Business Online



Topics in this module:

- Building Your Web Business Assessment

MARKETING YOUR WEB BUSINESS

In Module 15 Chris Farrell refers to four different types of Facebook iFrame templates. Links to these iFrame templates can be accessed in the 'Facebook iFrame Template Designs' section after Module 15.

Module 14: Create Your Personal Profile on Facebook**Topics in this module:**

- Introduction
- Facebook in more depth
- How to configure your Personal Profile
- Facebook Notifications explained
- How to find friends using email
- How to accept Friend requests
- Understanding Facebook
- Explaining the difference between Business and Personal Profile
- Create your Facebook Username
- Describe your likes and interests
- How to find friends using Groups
- Why you should post regularly on your WALL
- What are the WALL and NEWS FEED
- How to create your Personal Profile
- Implement Facebook Privacy Settings
- More detail about the WALL
- Friends - Connecting With Individuals

Module 15: Creating your Facebook LIKE Page**Topics in this module:**

- Introduction to LIKE Pages
- Examples of a LIKE Page
- Create your LIKE page
- Changing Your Username
- Creating An IFrame
- Configuring the Templates - Part 1
- Editing Your IFrame Template
- What is a LIKE Page?
- The LIKE Button
- Adding Images
- Your Welcome Page
- Configuring the Default Landing Page
- Configuring the Templates - Part 2
- Renaming Your IFrame Tab
- LIKE Pages vs Personal Profile
- The Anatomy of a LIKE Page
- LIKE Page Username
- Introduction To Iframes
- Using The IFrame Templates
- Using a Video IFrame Template
- Module 3 - Facebook Traffic

Facebook iFrame Template Designs

Facebook iFrame Template Designs

Module 16: How to Increase Traffic to LIKE Pages**Topics in this module:**

- Introduction to Facebook Traffic
- Examples of Posting As A Page And A Personal Profile
- What are publishing rights
- How to source content
- What is Edgerank?
- Tagging explained
- How to add a Notes tab
- Concluding remarks about Facebook traffic
- Facebook terminology
- How to change your page name
- The Traffic Process
- Your first visitor
- Introduction to the Pyramid Of Power
- Tagging Partners
- How to send an update
- How to post as a page and as a Personal Profile
- Page name and user name explained
- The importance of engaging content
- How to use Google Alerts
- How to build a brand
- Introduction to Notes
- A look at Fiverr.com

Marketing Your Web Business Assessment

Marketing Your Web Business Assessment

Topics in this module:

- Marketing Your Web Business Assessment

END OF COURSE ASSESSMENT**Final Assessment**

Final Assessment

Topics in this module:

- End of Course Assessment

[View My Completion Report \(Course Checklist\)](#)

**ALISON**

- About ALISON
 - How is ALISON Free?
 - Who We Are
- Careers at ALISON
- Testimonials
 - Current favourites
- News & Media
 - News
 - Press Articles
 - Press Releases
 - Addresses & Phone Numbers

How You Can Help

- How You Can Help
- Tell a Friend
- Volunteer Programme
 - Enrol to be a volunteer
- Help us Internationally
 - Translate Banners
 - Translate the Welcome Page
- Donate
- Referral Partner Programme
 - Register as a Referral Partner

Publishing Courses on ALISON

- Publishing on ALISON
 - How Publishing Works
 - Course Categories
 - Course Subjects
 - Course Format
 - Current Publishers
 - Who can Publish
 - How much can you Earn
 - Apply

Advertising and Marketing

- Advertising Policy
- Advertise
 - Why advertise with us?
 - Rates euro dollar pound
 - Make an Advertising Enquiry



- Learner Statistics
- International Marketing
- Download Brochures
- Download Banner Ads
- Download Desktop Wallpaper

Help and Support

- Support Home
- Contact Us
- Frequently Asked Questions
- Technical Requirements
- Sitemap
- Search Free Courses
- Forgotten Your Password?
- Confirm Your Account?
- Forums
 - General Discussion
 - Site News
 - Search the Forums
- Privacy Policy

Newest Courses

- Fundamentals of Gravity
- Using Snagit for Image and Video Capture
- Mastering French Grammar and Vocabulary
- Understanding Cell Division
- Using EyeJot for Video Communication in the Classroom
- Introduction to Swedish
- Improving Your French Language Skills
- Introduction to Contracts in Law
- Knowing the Difference between an Idea and an Opportunity
- Understanding How Commercial Banking Helps Technology Companies
- Introduction to Cash Accounting
- Fundamentals of Marketing Your Business Online
- Fundamentals of Molecules and their Composition
- Understanding Advanced Search using Google Search
- Introduction to Arbitraging in Finance

Channels

- Learn
- Manage
- Certify
- Test
- Publish

Course Publishers

- Advance Learning
- Amazon Web Services
- AnatomyZone
- Android Developers
- AngloLink
- Bill Liao
- British Council
- Chris Farrell
- Christine Williams
- Classbites
- Connexions
- Custom Solutions
- Cut-e
- Dalarna University
- Dashama
- David Briggs
- Diolun
- Google
- Google SketchUp
- Grow It Yourself
- Health and Safety Authority
- Joella Andriantsivohony
- Karl Taylor
- Khan Academy
- Lund University
- Marina Arshavskiy
- Mark Berman
- Math Planet
- Microsoft
- MIT
- MIT Media Lab
- OpenLearn
- Procurement Academy
- Rebecca Murphey
- Russell Stannard
- [All Publishers](#)

Course Categories

- Digital Literacy & IT Skills
- Financial & Economic Literacy
- Health & Safety & Compliance
- Personal Development & Soft Skills
- Diploma Courses
- Business and Enterprise Skills
- Health Literacy
- Schools Curriculum
- Health & Safety (Irish Legislation Only)
- Languages
- [All Course Categories](#)

Course Subjects

- Accounting
- Anatomy
- Artistic Techniques
- Banking
- Career Development
- Childcare Studies
- Communication Technology
- Computer Basics
- Customer Service
- Digital Creative Design
- Economics
- Engineering
- Entrepreneurial Skills
- Environment
- Game Development
- Geography
- Health and Fitness
- Health Management
- History
- Human Resources
- Information Technology
- Investment
- Law and Legal Skills
- Management
- Manufacturing
- Marketing and Sales
- Maths
- Multimedia Technology
- Music
- Office Skills
- [All Course Subjects](#)