INCO
ACADEMY

GET INTO TECH: Your Digital Pathway

Get a flavour of the careers on offer. Design and build your first website, and learn some basic code.

Length: **1 month**   Commitment: **Full-time**

Tech skills
- Intermediate Wordpress
- SEO fundamentals (learn how to make your website Google-friendly!)
- HTML fundamentals (the building block language of the web!)

Soft skills
- Time management
- Giving and receiving feedback
- Active listening and smooth communication
- Adopting a positive attitude

Projects

#1 - **Take control of Wordpress**
- Understand how a CMS works
- Create pages and publish them
- Create rich pages with the Gutenberg editor

#2 - **Customize your Wordpress website**
- Use themes & widgets to customise your website
- Manage a blog
- Create users to manage your website

#3 - **Devise a marketing strategy**
- Lead a market research and analyse market insights
- Be customer-centric: formulate benefits from features
- Identify a web marketer's skills

Projects

#4 - **Bring a model to life by coding**
- Use HTML and CSS to customize pages
- Integrate text, images, sounds, videos into HTML5 code
- Identify a web integrator's skills

#5 - **Create your first professional website with Wordpress**
- Learn the basic principles of natural referencing
- Apply SEO principles in HTML
- Identify a SEO consultant's skills

#6 - **Design your online CV website**
- Create a mood board to define your visual identity
- Create mockups
- Identify a web designer's skills

Projects

#7 - **Build your online CV website**
- Create and customise your pages
- Bring your mockups to life
- Communicate clearly who you are and your aspirations

#8 - **Prepare your action plan**
- Define your career plan & your objectives for the next 3, 6 and 12 months
- Set specific goals & milestones