



Website Development with SEO & SMO

2 Days Workshop | 14-15 February 2019 | IIT (BHU) Varanasi

EISYSTEMS SERVICES

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Prerequisites & Eligibility

- This is a basic level workshop.
- The course and curriculum of this workshop is more inclined towards CSE/IT/MCA/BCA however anybody can join this workshop even from different department.
- Participants are expected to bring their laptop (Windows Platform only)
- Mode of Training/Teaching will be English only.

Workshop Fees, Certification & Kit Deliverables

- Workshop Fees: Rs. 1000 per participant.
- Certification from Technex IIT BHU Varanasi and EISystems Services.
- EISystems Technex Summer Internship & Training Voucher of Rs. 1000.

Note

All of the participants registering for any Technex workshop will be required to pay Technex Registration charges along with workshop charges to get eligible for joining the workshop.

Content Outline

Session 1

Starting with Internet

Internet
World Wide Web
WebPages & Websites
Domain Names & Categorisation
Domain Hosting & Space

Starting with Website Development

Introduction to Website Development
Website type & Content (Related Feasibility)
WHOIS Lookup for domain availability
Analysis on Similar Websites in particular domain
Domain Registration & Hosting Basics
Anti domains registration

Starting with HTML Coding

Introduction to HTML
Important Tags in HTML
Title, Head, Body, Breakline, Underline, Heading, Font etc
Drafting first code in HTML
Working with Images in HTML
Tables & Master Page Concept
Concept of Metadata

Session 2

HTML Code Optimisation

Optimized Coding using HTML

- Meta Keywords
- Online Keyword Generator
- Relevancy of Metadata with content
- Alternate text in images
- Heading Structure
- Link Depth Concept
- Image Code

Session 3

Website Management & Analytics Tools

Online Website Development & Analytics Tools

- Webmaster tools
- Website Sitemap with online generator
- Robots.txt
- Analytics Code Generation
- Discussion on Analytics Content with Strategy formation.

Google Analytics & Basics of cPanel

Cpanel Basics

- Redirection
- Subdomains
- Parked Domains
- Error Pages Customisation

Session 4

Making of Forms

Form Schematic Designing Process (Online)

Description of various types of fields in forms

Online Data Storage with Form Making Softwares

Designing of forms online

Discussion on

ChatBOTS

BITLY & Related Analytics

SMS Marketing

Email Marketing

Facebook Marketing

Disclaimer

It is to note that IIT (BHU) Varanasi or any of its body is not charging any amount from the fees mentioned before in this document and EISystems Services is a training & workshop partner of Technex'2020 which is an annual technical festival of IIT BHU Varanasi, Any queries related to fees/payment/workshop registration must be asked at with Technex team directly and fees once paid is non refundable except in case of cancellation of workshop, EISystems Services reserves full right to modify / alter /delete content of workshop without any prior notification.

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