

Entrepreneurship

NUMBER 1 CONTENT MANAGEMENT SYSTEM

Working in projects

A team of 5 people

One technical person and one media person

Building a website using content management

It is a Web design package that helps you manage Web content eg WORD PRESS

Building a website targeting a business using WordPress

NUMBER 2 DIGITAL MARKETING

using SEO (search engine optimisation) to make you content accessible

SEM (Search Engine Marketing) this is a form of marketing trying to get in front of your users

We are using two tools... YOAST and a website called SMALL SEO TOOLS

NUMBER 3 SOCIAL MEDIA MARKETING

Basically using pictures and texts for marketing in social media

Pictures and videos gain more traction and traffic on social media

NUMBER 4 UI AND UX (User interface and User experience)

UI (User Interface)

it is what you see on a website or application that is ap

UX (User experience)

It is basically the behavior of a website or application. How Users interact with a website and how User friendly it is.

Attention is basically the currency of the Internet. The more the attention, the more the user data you get.

Bounce Rate is the amount of time someone exits your website.

The idea is to modify the UI and UX to retain the

user as much as possible

SUMMARY

°Building a website or webapp using WORDPRESS

°Create a group of 5. Name of the group, members of a group and the business Idea.

°Build a website based on a business with WordPress

°Each group should install **WAMP**, XAMP, OR MAMP
Create and account on paystack.

THE SKILLS INVOLVED

The ability to set up a website no matter where
SEO and SEM management

Setting up a storefront on paystack

Social media management

A webapp is an application hosted on the Internet