



Doctoral Education

Certificate Transferable Skills

Ehsan Estaji

successfully participated in:

CMS/Web-editing: first steps

● Summer Semester 2019 - 2020

● Working hours: 3

● 26 June

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● Facilitated by: Ms. Martina Christen

● LEARNING OUTCOMES:

- Basic web editing guidelines and best practices;
- CMS (Content Management Systems) for web-editing;
- Practical use of the CMS eZPublish and WordPress;
- Basic understanding on how search engines work;
- Search engine optimised (SEO) writing and set-up.



Prof. Dr. Jens KREISEL
Vice-rector for Research