GetLiveWebsite

Web Design Certification Program (2023)

Abstract

This program is designed to give you the knowledge needed to complete and professionally deliver high quality web projects. It offers the balance of technical and pragmatic knowledge you will need in order to be a Freelance Web Developer, and our hands-on certification will set you up for success!

Curriculum

Each student, by passing this program, will gain the skills and understanding for the following tasks:

1. **Finding & Closing a Deal**
   - Business Incoming Channels
   - Accepting a Deal
   - Legal Aspects

2. **Project Management**

3. **Web Development**
   - Web Development (Hands-on Coding)
   - Web Design (using Visual Editor)

4. **Optimization**
   - Website Structure & Speed Optimization
   - Handling Large Assets
   - SEO (Deliver websites with > 95 score on Google PageSpeed)
   - Website Content Optimization Funnel toward "Call to Action"

5. **Finalised Delivery**

- o UI/UX finalisation tests
- o What Are the Final Touches?
- o Deploy to Production

Course Outline

1. **Finding & Closing a Deal**
   - o Request For Proposal (RFP)
     - ▪ Response to RFP
   - o Legal Aspects
     - ▪ Contract
     - ▪ NDA
     - ▪ Invoicing
   - o Pricing

2. **Project Management**
   - o Estimating the Scope of Project
   - o Outside in Design
   - o Agile Task Difficulty Estimation
     - ▪ Knowns and Unknowns
   - o Addressing Clients' KPIs
   - o Collecting Relevant Information from Customers

3. **Web Development**
   - o Agile Iterations (Implement, Get Feedback, Apply, Repeat…)
     - ▪ Arranging Customer Info into Site Sections
     - ▪ Wireframing and Feedback from Customer
   - o Building a Web Application
     - ▪ HTML
     - ▪ CSS
     - ▪ JavaScript
   - o Building on GetLiveWebsite Platform
     - ▪ Creating Forms

4. **Optimizations**
   - o Large Assets
     - ▪ Pre-loading Images
     - ▪ Videos (Lazy Loading)
   - o SEO
     - ▪ Google PageSpeed results
     - ▪ Sitemap.xml Indexing in Google Search Console

5. **Production**
   - o Domains & DNS
   - o Web Server Configuration
   - o Caching