

## General

- Students learn what steps a company, self-employed person or organization must take to publish a website online (domain name, hosting).
- Students learn the necessary skills to communicate independently via a website. Theoretical framework is provided to support the acquisition of practical competencies.
- The students can integrate and apply their marketing knowledge when building a website: target group determination, USPs, branding, SEO...
- Students learn to look up information and be self-reliant with new updates.
- Students can set up a website in an open source, non-commercial CMS such as WordPress.

## Table of contents

- Hosting and domain name: cost, start-up, activation
- Determine purpose, target audience, USPs.
- Creating a wireframe for your own site
- Ways to build a website: working with CMS system
- Integrate a corporate identity into an existing template: color palette, fonts, logo...
- Interactivity and media: films, maps, photos...
- SEO: making your site accessible to search engines + sharing via social media
- Find and apply solutions in your own website.
- Publish a website online.