B2182EN Web site creation

4 ECTS

Objectives – Course description

To discover and analyse the current offer of Content Management Systems (CMS) in relation to other solutions for creating a website and to justify the choice of one of them;

- Analyse the website hosting offers (tools and functionalities proposed, advantages and disadvantages) and justify the choice of a solution;

- Understand and apply the basic rules of SEO and content creation and implement them in a CMS;

- Create, install and deploy a dynamic website;

- Identify additional dynamic features for a website and design the algorithm. Then develop it in PHP and integrate it into a CMS;

- Performing basic maintenance tasks: backup, restore and migration.

Learning content

Hosting and domain names:

- Types of servers,

- Domain names,

- Installation of a local WAMP server vs external hosting,

- FTP & other protocols,

- MySQL and PhpMyAdmin,

CMS:

- Installation of a CMS (Wordpress),

- Configuration and management of settings,

- Backup, migration and restoration,

- Update and upgrade,

- Managing themes (free and paid) & extensions,

- Using the CMS,

- Development of a feature in PHP;

- Maintenance operations;

SEO:

- History and current logic of SEO;

- Techniques and best practices for creating SEO content;

- Technologies applied to SEO within a website and more particularly within a CMS.

Learning outcome

Hosting and domain names:

- Being able to choose a hosting offer;

- Installing a current CMS

SEO:

- Understand the logic and goals of SEO;

- Designing and creating quality, relevant and effective content from an SEO point of view;

- Mastering the different techniques and technologies to integrate SEO within a Dynamic Website;

CMS:

- Install Wordpress on a professional hosting but also locally on your own machine;

- Configure and use Wordpress for a use such as a blog, a showcase site as well as a complete CMS;

- Master the different functions of Wordpress;

- Adding features to Wordpress (modules);

- Develop your own functionality in PHP and integrate it into a CMS;

- Modify the design (graphic template);

- Backup and restore the site in case of a problem;

- Migrating a site from one server to another.

Maintenance:

- Using PHPMyAdmin for simple tasks;

- Backing up the database and files of a website;

- Restore or copy a website.

Methodology

Theoretical learning followed by practical implementation of a complete CMS for a client.

Work in small groups + personal work.

Learning material

(e.g. syllabi, books or more voluminous materials distributed by CIACO)

Slides, Wordpress Manual, French and English Wordpress Codex

Evaluation

50% Continuous assessment of the first four months Active participation in face-to-face teaching

activities

50% Evaluation at the end of the first term Written and/or oral test