

Program Name	Website Design
Level	I
Pre-Requisite(s)	Comfortable with a computer. (Website training does NOT include an e-commerce store)
Recommended WEI Programs To Have Completed Prior to Starting this Program	N/A
Total Hours	40
<i>Standard Topics</i>	Minimum 32 hours
<i>Interchangeable Topics</i>	Maximum 8 hours
Description	If you have been wanting to know how to create and manage your own company's website, Website Design (Level I) has your answers. You'll begin by exploring various website creation options and costs; and proceed step-by-step so that you will know how to go from idea to website launch. (Please note that this program does NOT include an e-commerce store.)

Learning Outcomes (based on standardized content):

- Explore website creation options and costs (WordPress, Square, Squarespace, Wix, GoDaddy, MotoCMS)
- Identify the features of domains, hosts, and cpanels
- Install a website on a webhost
- Create and review design layouts and color patterns
- Create a website menu map and plan
- List current trends in website creation
- Create website pages linked to menus
- Identify the components of website branding
- Create a site map
- Register a website with Google My Business and Google Analytics
- Identify website file size rules
- Prepare photos for websites
- Apply metatags and alt text
- Create website content
- Describe the factors to consider when setting up security for websites

Standard Topics (minimum 32 hours): (all of this content must be delivered as a part of this program)

- Web creation options
- Web host versus domain registrar
- Installing website on host
- Website designs
- Menu options
- Pages and posts
- Adding images
- Adding video
- Landing pages
- Photo prep
- Website tracking/reporting tools