



Design Your Web Presence

Anchor Faculty: **Piyush Pankhania**

Schedule | 29 May - 2 June, 2017

Introduction

This workshop helps participant to understand and design their personal and professional web presence and enable them to plan, build, launch and integrate digital marketing components. This workshop will cover all major elements of building web presence including content management system, introduction to Google Webmaster and Analytics, going live on the web, digital content creation and marketing strategies, social media and email marketing.

Objective

By the end of this workshop, participants will acquire good understanding of the important elements of designing their webpresence. Participants will be able to build their personal/professional website or portfolio integrated with content marketing strategies. And also acquire the skills of using tools to better optimize their web presence. During the workshop sessions, participants will also be introduced to testing, tracking, and analytics of website traffic on the web.

- **Introduction to Internet & Web**
- **What is the Web Presence?**
- **Fundamentals of building a website**
- **Introduction to CMS (Content Management System)**
 - Basics of CMS themes (viz. select, install and activate a theme)
 - Add Posts to your website
 - Create webpages
 - Add images, menus, photo galleries and other widgets
 - Create metatags for SEO and categories to organize your posts
 - Introduction to plugins
 - Integrate CMS with Social media
- **Introduction to website statistic**
 - Introduction to Google Analytics
 - Configure Google Analytics for your website
 - Generate Web Analytics Reports
- **Introduction to Google Webmaster Tools**
 - Introduction to Google Webmaster
 - Setup a new website in Google Webmaster
 - Organize your website structure
 - Importance of "sitemap.xml" in Google Webmaster
 - Indexing your web pages
- **Digital content building and marketing strategies**
- **Social media marketing**
- **Introduction to Rapid Prototyping tools**
 - Introduction to website rapid prototyping tools
 - Create your own website prototype
- **Project: Going live on Web**



Methodology

Workshop sessions are focused on hands on skills supported with Presentation. Subject experts will share their experience on content management system, introduction to website statistic, introduction to Google Webmaster, digital content building and marketing strategies, Social Media Marketing and Email Marketing, rapid prototyping tools for designing website. The workshop is designed such a way that the participants can get hands-on practices on Content Management System as well as integrating digital marketing tools with website. This will help participant to effectively design their presence on web.

Anchor Faculty

Piyush Pankhania is Software Engineer at Information Technology Centre, National Institute of Design-Ahmedabad. He has special interest in innovations and best practices in the area of web development especially with socially relevant issues. He has contributed in integrating different forms of information, their interactions and experiences for next generation web technologies. He has worked in all phases of web development lifecycle, from gathering requirements to testing and from implementation to support. He has taken lead role in developing UI/UX for different web applications of NID.

For whom

This workshop is designed for college students, bloggers, artists, engineers, small and medium scale business owner who wants to build their website.

Venue

NID Campus, Ahmedabad, Paldi

Intake

Maximum 15 participants. (on a first come first serve basis)

Duration

The programme will be of five days.

Fee & Registration

Rs. 9000/- [Non-residential summer workshop includes Workshop registration fee, Lunch, One set of material only, and Service tax] to be paid by Demand Draft/Pay Order before one week of the programme in favour of **NATIONAL INSTITUTE OF DESIGN**, payable at Ahmedabad.

**For further Details contact,
Industry & Online Programmes (I&OP)**



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CERTIFICATE

A Certificate of participation will be presented to all the participants.