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Certificate Number: AC-329-730067

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Name:	Yann GEFFROTIN
Email:	yanngeffrotin@gmail.com
Country:	France

Certificate Details

Diploma in Web Business Development and Marketing   (93%)

Course Details

Having a business presence on the Internet has become a necessity in today's world. This online diploma course from ALISON will guide learners through the initial steps of setting up an online business, from choosing a web hosting account for your site through registering your domain name. The course will then explore some of the essential tools in building your site, including HTML, Cascading Style Sheets (CSS), and Adobe Dreamweaver. Also covered are affiliate and e-mail marketing, as well as the use of social media such as Facebook to help build your business. The Diploma in Web Business Development and Marketing is ideal for anyone who always wanted to set up a Web business but felt they lacked the skills, or for those with a desire to further their understanding of how online businesses work.

Modules and Topics Studied

Module 1: Introduction to Building a Website	Module 2: What are Domain Names and Hosting Accounts	Module 3: How to Create Web pages
Module 4: Images, Links and Formatting Explained	Module 5: How to Publish Your Web page	Module 6: HTML Coding - Create Web pages
Module 7: Cascading Style Sheets - How to Style Web Pages	Module 8: Using Adobe Dreamweaver CS3 to Create Web Pages and Websites	Module 15: Creating your Facebook LIKE Page
Module 9: Indexing a Website on Google Webmaster	Module 10: Introduction to the Web	Module 11: Explaining Autoresponders and Email Marketing
Module 12: How to Build a List Using Autoresponders	Module 13: Increase Website Traffic Using Affiliate Marketing	Module 14: Create Your Personal Profile on Facebook
Module 16: How to Increase Traffic to LIKE Pages	Website Development Tools Assessment	Create a Business Website Assessment
Building Your Web Business Assessment	Marketing Your Web Business Assessment	Final Assessment

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My Progress

Yann GEFFROTIN
(100.00%) Checklist

Current Course

Diploma in Web Business Development and Marketing

ID:	329
Fact Sheet:	View
Forums:	View
Groups:	Manage
Comments:	View
Learners:	4222
Certified:	206
Publisher:	Advance Learning
Rating:	

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Diploma in Business Management & Entrepreneurship

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Translate the Welcome Page
Donate
Referral Partner Programme
Register as a Referral Partner

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Improving Your French Language Skills
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Knowing the Difference between an Idea and an Opportunity
Understanding How Commercial Banking Helps Technology Companies
Introduction to Cash Accounting
Fundamentals of Marketing Your Business Online
Fundamentals of Molecules and their Composition
Understanding Advanced Search using Google Search
Introduction to Arbitraging in Finance

Channels

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Dalarna University
Dashama
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Grow It Yourself
Health and Safety Authority
Joella Andriantsivohony
Karl Taylor
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Diploma Courses
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Anatomy
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Banking
Career Development
Childcare Studies
Communication Technology
Computer Basics
Customer Service
Digital Creative Design
Economics
Engineering
Entrepreneurial Skills
Environment
Game Development
Geography
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Health Management
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Management
Manufacturing
Marketing and Sales
Maths
Multimedia Technology
Music
Office Skills
All Course Subjects