



Our Web Design courses are taught by a team of experienced industry designers and programmers, providing the latest web design principles and technologies. We make it our business to monitor current trends and make sure you only learn what's up to date.

We cater for all levels and desires - from complete beginners to experienced professionals, from creatives to coders.

Our scheduled web design courses take place at our training centre in Brighton using up to date machines with large monitors. However, we are also able to send our trainers anywhere in the world for on-site training.

HTML Programming

- *Fundamental Elements*
- *Structure of an HTML document*
- *Basic tags and Attributes*
- *Body Attributes*
- *Text attributes*
- *Marquee tag & its attributes*
- *Headings, Font*
- *Paragraph, Line Break*
- *Ordered and Unordered Lists*
- *Block quote, Hyperlinks, Sound*
- *Images, Image formats & attributes*
- *Alignment of images & Mapping*
- *Tables : Creating a Table*
- *Combine cells in a row or column*
- *Cells: Spanning, Padding.*
- *Forms: Create List Box, Radio Buttons*
- *Accept input and Submit - Post*

JavaScript Programming

- *Fundamental Java Scripting*
- *Functions: Defining & Calling*
- *Using Variables local, global*
- *Programming(If, While, Loops)*
- *Strings & ARRAYS, Event handling*
- *Objects, Methods & Properties*



SEO Training Module

- *Introduction to Search Engine Optimization (SEO).*
- *Internet marketing*
- *Web Promotion*
- *How to create Website Home page*
- *What is Search Engine Optimization?*
- *How to Use Search Engine Optimization*
- *Generate Traffic to your page*
- *Introduction to Social media marketing*
- *Need of Search Engine Optimization*
- *Site Design & Development - SEO Factors*

FTP : File Transfer Protocol

- *Uploading*
- *URL Submission to different Search Engines*
- *Site Verification*
- *Managing Control Panel : Web Hosting*

On Page Optimization

- *Titles*
- *Heading Tags in Contents*
- *Link Title Tag*
- *Description*
- *Meta Tags*
- *Keywords*
- *Content of webpage*
- *Keyword Analysis*
- *Keyword Proximity*
- *Keyword Density*
- *Internal Link Building*
- *Internal Link Structure*
- *Image Alt Tags*
- *Header Keyword Optimization*
- *Footer Keyword Optimization*
- *Logo Optimization*
- *Robots file*
- *Anchor Text*
- *Page URL renaming/re-writing*
- *Webmaster tools*
- *Web Page Size*
- *Web Page Weight / Rank*
- *Yahoo/Bing Feed Submission*