

WEBSITE PLANNING COURSE

DURATION : 3 MONTH



Website Planning Curriculum

Define website goals and objectives

- Identify Primary Purpose
- Set Specific, Measurable Objectives
- Understand User Needs and Behavior
- Competitive Analysis and Benchmarking
- Technical and Functional Requirements

content management system (CMS)

- Wordpress
- Shopify

Target Audience Identification

- Demographic Information
- Psychographic Information
- Behavioral Characteristics
- Needs and Pain Points
- Market Segmentation

User Interface & User experience design

- Research and Planning
- Design Principles and Framework
- Wireframing and Prototyping
- Visual Design
- Testing and Optimization

Website Structure, Navigation & Technical Considerations

- Website Structure
- Navigation
- Technical Considerations
- Content Management
- Accessibility and Compliance

Content Strategy and Planning

- Goal Setting
- Audience Research
- Content Audit and Gap Analysis
- Content Planning and Creation
- Distribution and Promotion



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