

# Diploma in Web Development – Part I

## Lesson 1 Notes

### Course Agenda

#### Week 1: Familiarising with the Web

##### **Lesson 1: Welcome to the World Wide Web**

- Course Overview
- The Value of Websites
- Key Terms in the Industry

##### **Lesson 2: How Do Websites Work?**

- Websites & Web Applications
- Components of a Web Application
- Delivering Websites to a Browser
  
- Toolkit 1: Setting Up Your Development Environment

#### Week 2: Building the Website

##### **Lesson 3: What is the Front-End?**

- HTML: A Container for Content
- CSS: The Language of Web Design
- JavaScript: For Dynamic Interactivity
  
- Toolkit 2: Creating Your First HTML Document

##### **Lesson 4: What is the Back-End?**

- Back-End Languages
- Persistent Storage
- Introduction to SQL
  
- Toolkit 3: Styling Your Webpage with CSS

#### Week 3: Achieving the End Game

##### **Lesson 5: Going Live**

- Development to Live
- Choosing Your Host
- Domain Names & The Internet
  
- Toolkit 4: Adding Interaction with JavaScript

## Lesson 6: The Full Stack – Choose Your Path

- Professional Development Roles
- Freelance Development & The Full Stack Developer
- Roles in Peripheral Industries

### Week 4: Reaping the Rewards

## Lesson 7: Generating Revenue

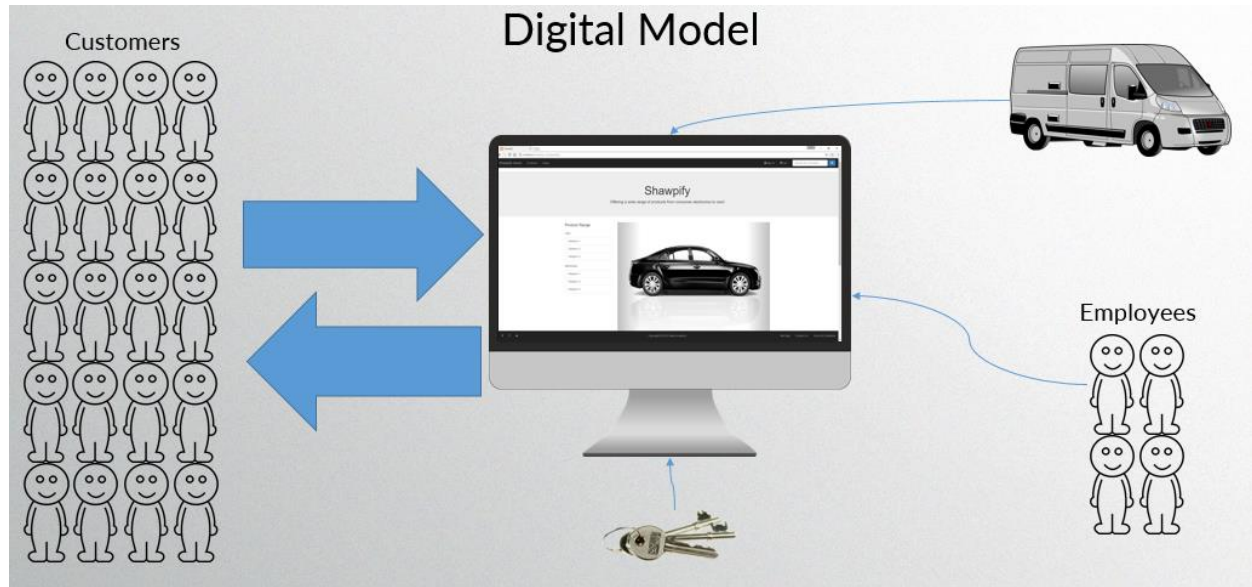
- Choosing a Revenue Model for your Website
- Ad-Supported Websites
- Payment Portals & Security

## Lesson 8: Inbound Marketing & SEO

- Generating an Organic User Flow
- Semantic HTML for SEO
- Data Analysis & Updating Your Website

### The Value of Websites

Using the digital model as your business or idea front increases the range of potential customers while reducing a large number of the expenses associated with a traditional “Brick and Mortar” model. This includes transport, employment, and location costs. The multiplicative savings from the previous allows the business, employees and the customer to benefit.



As a final note, thanks to the fact that there is less organisational costs when running on a digital platform (at least one that is well-built), a business owner can benefit from reduced management overheads.

## Key Terminology

Key Terms to note (see slides for details):

- Website
- Web Application
  - Front-End
  - Back-End
- Server
- Web Server
- The Internet
- Programming Language
  - Declaration
  - Call