

### 100 - Essentials

01 - Introduction: The Importance of Websites	4:24
02 - Why Websites are Important	2:28
03 - Is Facebook a Substitute for a Webpage?	3:16
04 - Determine Your Website's Purpose	11:06
05 - What Makes a Great Website?	12:37
06 - The Website Design Process	12:31
07 - How Much Should a Website Cost?	7:56
08 - What Content Should be on My Website?	5:52
09 - Website Platforms	5:06
10 - Mobile Websites	5:27

**Total Topics = 10**

**Total Time = 1:10:43**

**10 QUESTION QUIZ**

### 200 - Strategy

11 - Planning Your Website Strategically	32:38
12 - Planning: Information Architecture	12:01
13 - Planning: Content Strategy	8:46
14 - Design: User Experience	13:59
15 - Social Media and Websites	13:14
16 - Development: Mobile	5:19
17 - Why Mobile is Important	3:36
18 - Development: Website Speed	11:46
19 - Website Analytics	19:42
20 - Website Evaluation and A/B Testing	10:53

**Total Topics = 10**

**Total Time = 2:11:54**

**10 QUESTION QUIZ**

### 300 - Management

21 - The Four Components of Information Architecture	8:54
22 - Create Compelling Visuals	15:47
23 - Including Contact Information in Your Design	16:08
24 - Home Page Design	4:21
25 - Using Site Search	14:53
26 - Best Practices for Your Logo on Your Website	6:18
27 - Design With User Intent in Mind	11:18
28 - Design: Using Image Alt Tags and Title Tags	10:37
29 - Best Practices for Forms	16:52
30 - Website Navigation Best Practices	6:17
31 - Five Tips for Good Website Navigation	13:41
32 - Choosing the Right Mobile Approach	4:20
33 - Mobile Friendly Design Key Elements	5:32
34 - Evaluating Mobile Friendly Design	4:06
35 - Common Website Design Practices	4:26
36 - Implementing Schema Markup	7:22
37 - Website SEO Best Practices	4:24
38 - Why You Need Keywords on Your Website	2:33

**Total Topics = 18**

**Total Time = 2:37:49**

**10 QUESTION QUIZ**

### 400 - Mastery

39 - Three Steps You Can't Afford to Miss When Redesigning Your Website	16:30
40 - How to Add a Custom Google Map to Your Site	11:22
41 - Get Your Site Visitors to Write Reviews	11:32
42 - How to Fix a Slow Website	13:37
43 - Website Analytics Setup: When to Use Google Analytics and Google Tag Manager	6:10
44 - Five Wordpress Plugins for SEO and Efficiency	22:38
45 - Website URL Structure: Creating Clean URLs	11:28
46 - Creating Custom 404 Error Pages	7:38
47 - Website Translations	3:38
48 - Avoid These Big Website Mistakes	5:44
49 - Website Usability Testing	22:45

**Total Topics = 11**

**Total Time = 2:13:02**

**10 QUESTION QUIZ**

### FAQs

50 - When Should I Use Noindex?	1:51
51 - Should My Website be ADA Compliant?	10:55
52 - Should I Redesign My Site in Wordpress?	10:15
53 - Should My Site be Secure?	1:51
54 - What is a Microsite?	17:34
55 - What is Source Code?	3:05

**Total Topics = 6**

**Total Time = 45:31**

**10 QUESTION QUIZ**

## BONUS! Digital Marketing Tool Reviews

Match Your Business Needs to the Right Software with **G2Crowd**  
 Create Beautiful Images with **Canva**  
 Organize and Manage Your SEO with **Screaming Frog**  
 Keyword Research and Competitive Analysis with **SEMrush**  
 Understand Trending Content with **BuzzSumo**  
 Focus Your Keyword Research with **Answer The Public**  
 Check Name Availability with **NameVine**  
**Color Picker Tools**

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### **Resources:**

Great Website Checklist  
Blogging Quick-Start Guide  
Blogging Tips & Tricks  
Site Speed Quick-Start Guide  
SEO Tips & Tricks  
SEO Keyword Research Quick-Start Guide  
Copywriting for Search Quick-Start Guide  
What Content Should Be On My Website Checklist  
Website User Experience Checklist  
Website Evaluation Checklist  
Contact Information Checklist  
Forms Checklist  
Planning Your Website Strategically Quick-Start Guide  
Planning Your Website Content Strategically Quick-Start Guide  
Website SEO Quick-Start Guide

**Course Total Topics = 55**

**Course Total Time = 8:58:59**