

## **WDD 301- Website Publishing and Configuration**

<b>Year / Semester</b>	<b>Paper/Course Name</b>	<b>Course Code</b>	<b>Credits (Theory / Skill Component)</b>	<b>Max. Marks (Theory / Skill Component)</b>
III Semester	Website Publishing and Configuration	WDD 301	01 / 02	40 / 60

### Unit 1

Introduction to Web and digital marketing [Web 1.0, Web 2.0 & Web 3.0, History of Internet, how internet grows, Importance of Internet in Marketing, role of e-commerce and digital transaction]

### Unit 2

Responsive Web and its applications

### Unit 3

Web Server and Domain Registration, Publishing a website

### Unit 4

Web Server Configuration and execution

### Unit 5

Search Engine Optimization, and Open-Source Tools for Web

### Unit 6

Cookies, Blogging, and Managing a Web Project

### Unit 7

UI / UX, Security Issues, and Google Analytics

### Unit 8

AJAX, CMS (WordPress Installation)

### Unit 9

Introduction to Search Engine Optimization- I [keywords identification and Selection, on-page optimization]

Introduction to Search Engine Optimization- II

### Unit 10

Testing & Maintenance of a Web Project

Managing Cloud [Introduction to cloud technology, types of clouds, managing data from sending to sharing]