

DIPLOMA IN WEBSITE ENGINEERING WITH AI (FULL STACK DEVELOPMENT using PHP)

(DURATION: 1 year Part Time/ 6 Months Full Time)

Module 1

WEBSITE DESIGNING TOOLS

FRONT-END

➤ **Photoshop and GIF Animator**

- Layers, Channel, Tools, Color Adjustment, Background Effects
- Digital Object Painting, Retouching Objects
- Layer Mask, Vector Mask, Clipping Mask, Quick Mask
- Banner Designing, **Thumbnail Design**
- Creating Web Layouts using Photoshop
- Creating Web Graphics, Logos
- Designing Website Background
- Digital Painting, Digital Graphics

➤ **HTML & HTML (5.0)**

- HTML Tags, Attributes, Headings, List, Image
- Hyperlink, Frames, Form, Table
- HTML5 Semantic Attributes, HTML5 SVG element
- Audio Tag, Video tag
- New Form Elements, Canvas
- Drag and Drop API, Geolocation, HTML5 Compatibility

➤ **Cascading Style Sheet (CSS 3 & 5)**

- Backgrounds, Box Model, Dimension
- Pseudo-class, Pseudo-element
- Navigation Bar Image Gallery, Image Opacity
- Gradients, Shadows, 2D & 3D Transforms
- Progress Bars, Multistep Form
- Animations, Image Slideshow, Image Hover Overlay
- Animation Button, Vertical tabs
- Overlay effect, Rounded Corners, Fixed Menu Bars
- Slide Bar on Scroll, Cards, Tabs etc.

Use of AI in Web Designing (ChatGPT etc)

LIVE PROJECT
(DESIGNING A WEBSITE)

➤ **Programming Through 'C' language**

- Data Types, Variable, Constants, Keywords.
- Types of Errors, *C Arithmetic*, C Programming Structure
- Condition Checking (if-else), Loops (While, For, Do-while)
- Switch Case, Continue & Break statements
- Functions, Pointers , Recursion
- Array (1-D, 2-D), String, Structures File Handling

EXAM

➤ **Object Oriented Programming through C++**

- Object and Classes, Structure Vs Classes
- Passing Object to function
- Data Encapsulation/Data Hiding, Access Specifiers
- Inheritance (Multi-Level, Hybrid, Multiple Inheritance)
- Friend Class, Friend Functions
- Polymorphism (Virtual Functions)

EXAM

➤ **JavaScript**

- About Javascript and version, Variable in Javascript, Javascript operator
- If-else statement), Loop (While Loop, Do while Loop, For Loop)
- Function, Array, Strings, Error Handling, Event Handling, Javascript OOPS
- DOM Manipulation, ES6+ Features, Asynchronous JavaScript
- JavaScript in the Browser (Cookies, Getlocation API)

PROJECT

➤ **jQuery**

- Anatomy of a jQuery Script
- Selecting: The Core of jQuery
- Images, Slideshows, Menus , Panels and Panes
- Decorating: CSS with jQuery
- Enhancing: Adding Effects with jQuery
- Tabs, Forms, Animating , Resizing, Scrolling, Lists & Tables

PROJECT

➤ **Database (MySQL)**

- RDBMS Terms (Attribute, Record, Entity, etc.) Integrity Constraints, Data Types
- Types of SQL Commands (DDL, DML, DCL), Where, Distinct, Having, Order by, Group by
- Nested Queries, Set Operations, Grant and Revoke, Nested Queries
- Arranging records using Order by special Operator
- Joins, Table aliases, Unions, MYSQL Security

PROJECT

➤ **Bootstrap (Designing a Mobile Responsive WebSite)**

- Structure of Bootstrap Application Responsive Web Design(RWD)
- Using page headers and panels, Adding Media Objects, Thumbnails
- Grid, Forms, Plugins, Navigation Components, Bootstrap CSS, etc

➤ **PHP (With MySQL)**

- **Web Hosting** and **Domain Name** concepts
- Programming Concepts in PHP (Loops, Function, Array, String, File Handling etc.)
- **PHP Forms** (Retrieving Form Data, Get & Post Method)
- Regular Expressions
- User Input Validation, Metacharacters, Verifying E-mail Address
- String (Quoting String Constants, Table of Contents, Encoding & Escaping etc.)
- File Handling (Working with CSV Files, File Permissions etc.)
- **Database Connection with MYSQL**
- **PHP OOPS**, Java Script & CSS with PHP, **AJAX**
- **Cpanel**, FTP (Creating database tables in Server, **Upload Website on Server**)
- **Admin Panel in PHP**
 - ➔ Block/Unblock/View Users
 - ➔ Design Client and Admin side
 - ➔ Work with Pagination etc.
- **Developing an e-Commerce Website (ONLINE SHOPPING WEBSITE)**
 - ➔ Payment Gateway Integration(Shopping Cart)
 - ➔ Integration of Online Chat Support application
- SMS API, Integration of Online Chat Application
- PHP PDO, Website Security

Use of AI in Web Development (ChatGPT etc)

➤ **Wordpress**

- Administering Plugins, Template Tags
- Creating new tables, Inserting data, Introducing the Loop, WP_Query()
- Understanding security issues, Internationalizing your Plugins
- Creating an Admin Interface using JQuery and Ajax

LIVE PROJECT (DEVELOPING E-COMMERCE WEBSITE)

4.1: WHAT IS DIGITAL MARKETING

- Bringing Targeted Traffic, Lead Generation

4.2: ANALYSIS AND KEYWORD RESEARCH

- **Types of Keywords**, tools used for Keyword Research
- Localized Keyword Research, Choosing right keywords, Competitor Website Analysis

4.3: SEARCH ENGINE OPTIMIZATION (SEO)

- How do Search Engine work? SEO Fundamentals & Concepts
- *Understanding the SERP, Google Processing, Establishing GMB page*

4.4: ON PAGE OPTIMIZATION

- **Domain & Hosting** Selection, Meta Data Optimization, **URL Optimization**, Image Optimization
- Creating XML Sitemap, Creating **Robot.txt**, SEO Tools and Online Software

4.5: OFF PAGE OPTIMIZATION

- **Link Building** Tips & Techniques, Difference Between White Hat and Black Hat SEO
- Alexa Rank, Domain, Authority, Backlinks, Do's & Don'ts In Link Building
- Search Engine Submission, Web 2.0 Submission, Article Submission, PPT Submission
- PDF Submission, Classified Submission, **Business Listing, Blog Commenting**
- Quora Answers, Image submission, Classified submission

4.6: SEO UPDATES AND ANALYSIS

- How to recover your Website from Google Penalties
- SEO Tools for Website Analysis and Optimization, Backlinks Tracking, Monitoring, and Reporting
- Working with Google Search Console, Understanding Google Analytics

4.7: LOCAL BUSINESS & LISTING

- Creating local listing in search engine, *Placing web site on first page of google search*
- Verification of listing, **Google reviews**

4.8: SOCIAL MEDIA OPTIMIZATION (SMO)

- Introduction to Social Media Networks, Social Media Websites, Social Media Optimization Concepts
- **Facebook Page, Google+, LinkedIn, YouTube, Pinterest, Instagram Optimization**
- Hashtags And Mentions, Image Optimization and Networking, Micro Blogs for Businesses

4.9: SOCIAL MEDIA MARKETING (SMM)

- **FaceBook Marketing**, Creating Facebook Page for Business, Facebook Analytics

4.10: YOU TUBE MARKETING / VIDEO MARKETING

- Video Ads, Video Campaigns, Using YouTube for Businesses, Types of YouTube Ads
- Bringing Visitors to your Website via YouTube Videos

4.11: E-Mail /SMS Marketing

➤ PROJECT WORK

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➤ Complementary Computer Basic (MS Word, Excel, PowerPoint)