



helping you manage
your SEO in-house.



HTML & CSS Training Course

❖ Session 1 – HTML – Don't be afraid of code

- Welcome, Introduction and Course Agenda
- What is HTML and what tools do you need to create a Web-Page / Site
- Validation
- Getting Started - Your First Web Page
- Domains, Hosting and Publishing your web page
- Understanding FTP & Site Structure

❖ Session 2 - HTML

- Writing HTML and incorporating dynamic code into a web page (JavaScript & Ajax)
- Inline Styling
- Understanding XHTML

❖ Session 3 - CSS

- Why use external cascading style sheets
- Writing CSS
- Linking CSS with your HTML files
- Multiple Style Sheets

❖ Session 4 – SEO Basics

- An overview of SEO best practice
- Google's Webmaster Tools

❖ Session 5 – Practice & Q&As

- Bringing it all together
- Question & Answer session

❖ Templates & Resources to take away

HTML Cheat Sheet

CSS Cheat Sheet

Colour Codes Cheat Sheet

Sample HTML & CSS Templates

Terminology / Glossary

Course Notes & Access to web videos of all parts of the day for review.