

# WEB COMMUNICATION

## The Importance of the Website and the Image of Global Companies Online

**MAS012**

### COURSE DESCRIPTION

This course focuses on the importance of the website in talking to international companies on the Internet from the date of the idea of the creation of the website to the wonderful solutions available in our current era.

### COURSE OBJECTIVES

By the end of this course, participant will be able to:

- Understand the importance of the website and how global companies express themselves.
- Identify the types of websites in terms of content.
- Understand how organizations view the websites of companies they wish to deal with.
- Learn how to establish a website.
- Manage website content.
- Identify tools that complement the role of the website and phone applications.
- Learn how to use the website as a means.

### TRAINING METHODS AND TOOLS

- Presentation
- Videos
- Websites (examples)

### COURSE DURATION

5 Working Days

### COURSE OUTLINES

#### First Day

- Why are we interested in studying the importance of the website?
- How international companies were expressing themselves before the website
- The world's first website and information exchange revolution
- Supporting large companies for the importance of sites and the unified direction to reserve distinct domains
- Who does not renew dissipates .. Companies resisted this new revolution

## Second Day

- Types of websites in terms of content?
- How to choose the quality of the site according to the quality of the market
- Build complete work areas based on a website
- How organizations look at the locations of companies they want to deal with
- Full website renewal course

## Third Day

- How to prepare for the establishment of a website
- Domain name selection and e-hosting reservation
- The basics of writing website content
- How to choose the company that will implement the site
- Manage website content

## Fourth Day

- The emergence of social networking sites and their impact on the market
- Retreat of the website from the performance of the marketing task
- Ratio of visual to written material on site
- The accumulation of websites and their impact on search engines
- The trend to create smartphone applications as a development of the website

## Fifth Day

- International companies have been created on their website so far
- Governments' use of websites
- Cloud spaces is the new revolution
- Complementary tools for the role of website and phone applications
- Start planning your company site (workshop)

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