

Project Manager Web

Description

Web project manager must support many aspects, such as the estimated budget, schedule of Internet expenses, planning of realization, tendering, negotiation, implementation and testing ... This training will equip you with a real dimension head of Web project.

Course Content

- Module 1: Strategic definition of Project
- Module 2: Introduction to Web marketing
- Module 3: Redesign or site creation
- Module 4: Ecommerce / Blog or showcase? Responsive?
- Module 5: Set expectations and client goals
- Module 6: Benchmark and analyse the competition
- Module 7: Analyse and segment the target types according to its objectives
- Module 8: Define constraints: graphics, technical, legal, budgetary ...
- Module 9: Identify possible solutions to achieve the objectives within the constraints
- Module 10: Establish a scope statement
- Module 11: Choose providers
- Module 12: Project steering to the launch
- Module 13: The launch of the website
- Module 14: Organize proofreading, testing and acceptance
- Module 15: Think redirects web and e-mail addresses
- Module 16: Establish backup policies
- Module 17: Establish monitoring tools (Google Analytics)

Documentation

- Digital courseware included

Participant profiles

- Marketing professionals
- Communication professionals
- Web masters
- Heads of Web projects

Prerequisites

- No prerequisites

Objectives

- Overview of the web project manager job controlling all the necessary knowledge to this type of function

Niveau

Fondamental

Classroom Registration Price (CHF)

1400

Virtual Classroom Registration Price (CHF)

1300

Duration (in Days)
