



Professional Web Content Management Course

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Course Module 1:

Introduction to Web Content & Internet Concepts

The market for web content managers is steadily climbing and is being given better attention at the moment. More companies in the US and the United Kingdom are constantly recruiting web content managers. Last year job statistics show that over 35,000 web content managers were employed alone in the United States.

Taking a look at a typical multi-million dollar portal job advertisement for a web content manager will give you a better understanding of what skill set is required from any web content manager. The job advert below was from a Fortune500 company who wanted to recruit some web content managers:

Job Advert Excerpt

We are looking for a dynamic, self-motivated individual with experience and skills in web content management, writing and editing for the web, graphic design and site management.

The website content manager will be responsible developing the voice for all aspects of the organization's online presence. In addition to writing, editing, and proofreading site content, this person will also work closely with the technical team to maintain site standards with regard to new development. The website content manager will also be responsible for crafting site promotions, email newsletters, and online outreach campaigns.

The content manager will work closely with technical, business development, and marketing members of our organization, so strong communication skills are needed. The ideal candidate will also have experience managing online marketing and outreach campaigns. Tasks require a strong attention to detail and ability to work under tight deadlines.

Responsibilities

- Create, develop and manage content for organization's web presence (requires working with content management software)
- Coordinate web projects across departments

- Maintain a consistent look and feel throughout all web properties
- Working with a cross-departmental team, maintain and develop the master content calendar for all web properties
- Copyedit and proofread all web content
- Oversee freelancers, including writers, copyeditors and community outreach organizers
- Keep current with emerging web technologies through relevant blogs, listservs, and events
- Assure web-based information is archived for future needs and reference
- Track and report on all site metrics
- Work cooperatively with key team members, clients and vendors

Required Skills

- Exceptional communication and organizational skills
- Advanced knowledge of HTML and experience with popular content management systems (Wordpress, Convio, Kintera, etc.)
- Ability to manage multiple projects in a fast-paced, deadline-driven environment
- Basic Adobe Photoshop skills
- Proven ability to build consensus and work effectively within a cross-departmental team
- 3-5 years experience managing content and production for high traffic websites
- Passion, Integrity and Energy!

This crash course will try to attain all of these criteria except the concept of HTML and Adobe Photoshop which can only be taken on physical classroom at any of our accredited training centers or partners design labs.

The Internet & World Wide Web

While the Internet began with a U.S. Government research project in the late 1950s, the web in its present form did not appear on the Internet until after Tim Berners-Lee and his colleagues at the European laboratory (CERN) proposed the concept of linking documents with hypertext. But it was not until Mosaic, the forerunner of the famous Netscape Navigator, appeared that the Internet become more than a file serving system.

The use of hypertext, hyperlinks and a page-based model of sharing information, introduced with Mosaic and later Netscape, helped to define web content, and the formation of websites. Largely, today we categorize websites as being a particular type of website according to the content a website contains.

The page concept

Web content is dominated by the "page" concept. Having its beginnings in an academic setting, and in a setting dominated by type-written pages, the idea of the web was to link directly from one academic paper to another academic paper. This was a completely revolutionary idea in the late 1980s and early 1990s when the best a link could be made

was to cite a reference in the midst of a type written paper and name that reference either at the bottom of the page or on the last page of the academic paper.

When it was possible for any person to write and own a Mosaic page, the concept of a "Home Page" blurred the idea of a page. It was possible for anyone to own a "Web page" or a "Home Page" which in many cases the website contained many physical pages in spite of being called "a page". People often cited their "Home Page" to provide credentials, links to anything that a person supported, or any other individual content a person wanted to publish.

HTML web content

Even though we may embed various protocols within web pages, the "web page" composed of "html" (or some variation) content is still the dominant way whereby we share content. And while there are many web pages with localized proprietary structure (most usually, business websites), many millions of websites abound that are structured according to a common core idea.

Search engine sites are composed mainly of html content, but also has a typically structured approach to revealing information. A Search Engine Results Page (SERP) displays a heading, usually the name of the Search Engine, and then a list of Websites and their addresses. What is being listed are the results from a query that may be defined as keywords. The results page lists web pages that are connected in some way with those keywords used in the query.

Discussion boards are sites composed of "textual" content organized by html or some variation that can be viewed in a web browser. The driving mechanism of a discussion board is the fact that users are registered and once registered can write posts. Often a discussion board is made up of posts asking some type of question to which other users may provide answers to those questions.

Ecommerce sites are largely composed of textual material and embedded with graphics displaying a picture of the item(s) for sale. However, there are extremely few sites that are composed page-by-page using some variant of HTML. Generally, webpages are composed as they are being served from a database to a customer using a web browser. However, the user sees the mainly text document arriving as a webpage to be viewed in a web browser. Ecommerce sites are usually organized by software we identify as a "shopping cart".

A wider view of web content

While there are many millions of pages that are predominantly composed of HTML, or some variation, in general we view data, applications, E-Services, images (graphics), audio and video files, personal Web pages, archived e-mail messages, and many more forms of file and data systems as belonging to websites and web pages.

While there are many hundreds of ways to deliver information on a website, there is a common body of knowledge of Search engine optimization that needs to be read as an advisory of ways that anything but text should be delivered. Currently search engines are text based and are one of the common ways people using a browser locate sites of interest.

Content is king

The phrase can be interpreted to mean that - without original and desirable content, or consideration for the rights and commercial interests of content creators - any media venture is likely to fail through lack of appealing content, regardless of other design factors.

Content can mean any creative work, such as text, graphics, images or video.

"Content is King" is a current meme when organizing or building a website. Text content is particularly important for search engine placement. Without original text content, most search engines will be unable to match search terms to the content of a site.

Content management

Because websites are often complex, a term "content management" appeared in the late 1990s identifying a method or in some cases a tool to organize all the diverse elements to be contained on a website. Content management often means that within a business there is a range of people who have distinct roles to do with content management, such as **content author, editor, publisher, and administrator**. But it also means there may be a content management system whereby each of the different roles are organized whereby to provide their assistance in operating the system and organizing the information for a website.

Even though a business may organize to collect, contain and represent that information online, content needs organization in such a manner to provide the reader (browser) with an overall "customer experience" that is easy to use, the site can be navigated with ease, and the website can fulfill the role assigned to it by the business, that is, to sell to customers, or to market products and services, or to inform customers.

Geo targeting of web content

Geo targeting of web content in internet marketing and geo marketing is the method of determining the geolocation (the physical location) of a website visitor with geolocation software and delivering different content to that visitor based on his or her location, such as country, region/state, city, metro code/zip code, organization, Internet Protocol (IP) address, ISP or other criteria.

Search engine optimization

Search engine optimization (SEO) is the process of improving the volume or quality of traffic to a web site from search engines via "natural" or un-paid ("organic" or "algorithmic") search results as opposed to search engine marketing (SEM) which deals with paid inclusion. Typically, the earlier (or higher) a site appears in the search results list, the more visitors it will receive from the search engine. SEO may target different kinds of search, including image search, local search, video search and industry-specific vertical search engines. This gives a web site web presence.

As an Internet marketing strategy, SEO considers how search engines work and what people search for. Optimizing a website primarily involves editing its content and HTML and associated coding to both increase its relevance to specific keywords and to remove barriers to the indexing activities of search engines.

The acronym "SEO" can refer to "search engine optimizers," a term adopted by an industry of consultants who carry out optimization projects on behalf of clients, and by employees who perform SEO services in-house. Search engine optimizers may offer SEO as a stand-alone service or as a part of a broader marketing campaign. Because effective SEO may require changes to the HTML source code of a site, SEO tactics may be incorporated into web site development and design. The term "search engine friendly" may be used to describe web site designs, menus, content management systems, images, videos, shopping carts, and other elements that have been optimized for the purpose of search engine exposure.

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