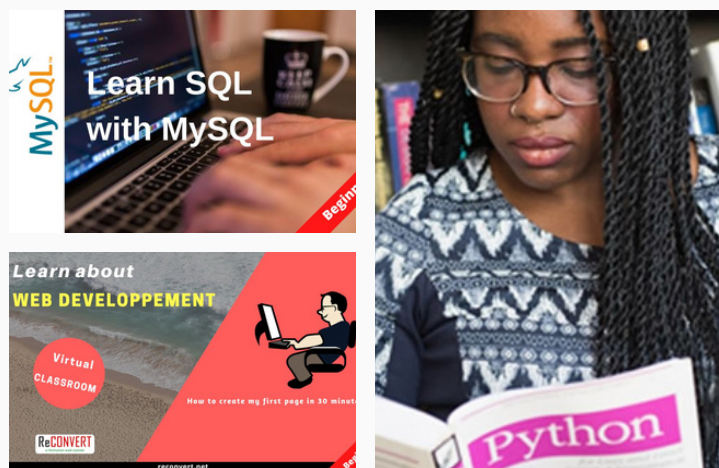


Module : Workshops

Workshops are accelerated training. Several workshops are offered: get started with Python programming, quickly learn SQL language with the MySQL DBMS, Discover web development, How to sell my product online without a website, Create a landing page to capture leads.

Prerequisites : None.



Ways to take this course: Online Instructor Led
Online self-paced
Video On Demand

Video conference tool : ZOOM

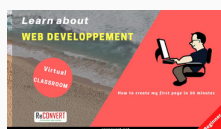
Duration : 3 H

Workshop: discovering web development

3

Do you want to be a web developer and see if this is for you? In this LIVE workshop dedicated to beginners, bloggers and those who wish to become web developer, you will discover HTML, CSS and PHP languages and create a simple web page.

Je crée ma première page
Créer l'ossature de votre site web
HTML et CSS de la page d'accueil
J'embellis ma page avec CSS
Créer le fichier de styles CSS
Modifier ma page d'accueil
Je crée et utilise un formulaire
Quelques lignes de PHP
Comment aller plus loin



OUTLINE

Workshop: learn programming with Python

1

In this workshop dedicated to beginners with little or no programming skills, you will learn the fundamentals of programming: installation, Python syntax, using a function, creating small programs. This training is a discovery of programming through the Python programming language.

Introduction
Installer l'interpréteur Python
Installer le shell iPython
Exécuter du code Python
Créer des variables en Python
Types primitifs et opérateurs
Récupérer les saisies au clavier
Boucles et structures alternatives
Créer des listes en Python
Quelques fonctions courantes
Session d'exercices pratiques
Aller plus loin



Workshop: learn SQL with MySQL

2

In this workshop dedicated to beginners with little or no database skills, we will discover databases through practice and learn how to use SQL. This workshop covers the following points: installing a MySQL server, using the phpMyAdmin client, creating a database, creating a simple table, working with data by implementing the most common queries.

Introduction
Installer MySQL et phpMyAdmin
Création de la base de données
Créer une table de base de données
Ajouter des données à la base
Modifier les données de la base
Supprimer les données de la base
Interroger la base de données (SELECT)
Session de Questions / Réponses



Module : Workshops

Workshops are accelerated training. Several workshops are offered: get started with Python programming, quickly learn SQL language with the MySQL DBMS, Discover web development, How to sell my product online without a website, Create a landing page to capture leads.

Prerequisites : None.



Ways to take this course: Online Instructor Led
Online self-paced
Video On Demand

Video conference tool: ZOOM

Duration: 3 H

OUTLINE

How to sell my product online without a website

4

CREATE AND PRESENT MY PRODUCT

What product will I sell?

Get ready: assets, content, downloads, prices

Create my product in 10 minutes

Sales pages: design, thank you, countdown, guarantee

Write transactional emails

RECEIVE MY CUSTOMER PAYMENTS

How to connect a payment service

Create single or recurring payments

Subscriptions and Pay What You Want

Track my sales and payments

DISTRIBUTE MY PRODUCT

Drive useful traffic to my product

Increase my subscribers list

Create an e-marketing campaign

How to sell via social media

Create a landing page to capture leads

5

CREATE YOUR E-MARKETING FORM

Overview of e-marketing tools

Choose and implement your tools

Create my first e-marketing form

Testing my form in a page

CREATE MY LANDING PAGE

Objectives of a landing page

Choose an appropriate page template

Prepare assets, content and lead magnet

Create and format my landing page

TEST AND PUBLISH MY LANDING PAGE

Create a thank you page

Test my landing page on different devices

Publication and traffic management

Go further: create a simple funnel