

EPP



(Entrepreneur Professional Program)

Entrepreneur Professional Program is meant for the professional or an aspirant who wants to learn the art of making money as a side income or to get a very good I.T job. It gives you the skillsets through which one can earn money seating at home also. How much? There is no limit and that true. It won't be wrong to say that this curriculum will endowed you with the skillset of a project manager or an Entrepreneur.

Core Topics:

1. Internet Marketing & its benefits
2. HTML Forms
3. PHP
4. My SQL
5. Cookies & Session
6. PHP 5.0
7. AJAX
8. JOOMLA
9. Google Algorithms
10. Domain Registration and Web Hosting
11. On Page Optimization
12. Off Page Optimization
13. Google Analytics
14. Google Webmasters Central
15. Google Adwords (PPC)

INTERNET MARKETING / SEM

- Need of Search Engines and IM (internet marketing)
- How Search Engine Works?
- Search Engine Relation chart
- Caching, Crawling & Indexing
- Google Commands
- Creating our own web site/Portal

- Domain Name Registration
- Web Hosting & SEO
- Working of Robots
- HTTP Headers
- Real Time & Automated Visitors
- Google Algorithms
- Google Updates
- Google Terms
- Making Search Engine Informative browser

HTML

- Html Basics
- Creating Form Using Html

JAVASCRIPT

- Introduction to JavaScript
- Types of JavaScript variables, operators, loops
- Using Objects, Events
- Common JavaScript Function
- Using JavaScript in Dreamweaver
- JavaScript Validation

PHP FUNDAMENTALS

- Embedding PHP with HTML
- Embedding HTML with PHP
- Introduction Variable
- Using Variables
- Understanding Data Types
- Using Operators
- Writing Statements and comments
- Using Conditional Statement (if (), else if (), else)
- Using Repetition Statements (for, while, do while)

ARRAYS AND CUSTOM FUNCTION

- Creating Array elements
- Modifying array elements
- Processing array with loops
- Using various array functions
- Creating user defined function
- Invoking library function

PHP AND MYSQL

- Database Connectivity
- Normalization
- Fetching Data from Database
- Inserting Data into Database
- Updating Data in a Database
- Deleting Data from a Database

FILE HANDLING WITH PHP

- Reading data from a file
- Writing data to a file
- Testing file attributes

COOKIE AND SESSION HANDLING

- Cookies
- Setting Cookies
- Retrieving Cookie
- Creating a session
- Managing Sessions and Using Session Variables
- Creating a session and manage session variable

OOP CONCEPT (PHP 5.0 AND ABOVE)

- Introduction to OOP
- Difference between OOP and Procedural Techniques
- Usage of Controllers
- Usage of Models
- Usage of Views
- Data Flow between Model, View and Controller

ADVANCED TECHNOLOGIES

- Advanced Usage of AJAX
- Introduction of JQuery
- Ajax with JQuery

JOOMLA (CMS)

- Introduction to CMS
- Structure of CMS
- Types of CMS
- Introduction to Joomla
- Advantages in Joomla CMS
- Features in Joomla CMS

ANALYSIS & OPTIMIZATION

- Analysis (Website & Competitor)
- Keyword Analysis & Research
- How to make a SEO Plan?
- Content Optimization
- Search Engine Optimization

ON-PAGE OPTIMIZATION

- URL Writing or Web Page Naming. Title Tag Optimization.
- Meta Tag Optimization.
- Alt Tag Optimization.
- Anchor Text Optimization.
- Header Elements (H1, H2, H3.....H6).
- Text Style (CSS: Cascading Style Sheet).
- Header & Footer Links.
- Navigation (Internal Linking).
- Keywords Density.
- Site Map.

OFF-PAGE OPTIMIZATION

- Search Engine Submission.
- Directories Submission.
- One Way Linking.

- Two Way Linking (Link Exchange).
- Three Way Linking.
- Press Releases Distribution.
- Article Distribution.
- SMO (Social Media Optimization).
- Viral Marketing.
- E-Mail Marketing.
- Blogging & Forum Posting.
- Social Media Optimization

GOOGLE TOOLS

- Google Analytics
- Google Web Master Central
- SEO Tools

GOOGLE ADWORDS

- Google Adwords Terminology & Google Adwords Features
- Google Adwords Benefits
- Account Setup in Google Adwords
- Ad Creation
- Defining Bidding Strategies
- Tracking Ad Performance



TURN TOWARDS I.T