

Online Business Roadmap

Course Outline



LEARN ABOUT THE WEB

Course Introduction

Module 1

Online Business Evaluation

- 1-1 What is an Online Business?
- 1-2 What is an Online Entrepreneur?
- 1-3 Biggest Mistakes Online Entrepreneurs Make
- 1-4 Evaluating Your Idea
- 1-5 A Good Idea for an Online Business
- 1-6 A Bad Idea for an Online Business
- 1-7 The Importance of an Early Stage Business Plan
- 1-8 AnswerThePublic.com Demo
- 1-9 Tools and Resources

Module 2

Online Business Research

- 2-1 Why Should You Research Your Idea?
- 2-2 Search Engines
- 2-3 Supply and Demand
- 2-4 Keywords and Their Importance
- 2-5 Tools and Resources
- 2-6 Fork in the road - Buy vs. Build vs. Outsource

Module 3

Introduction to Web Design

- 3-1 What is Web Design?
- 3-2 What is an Adobe PSD File
- 3-3 The Role of a Web Designer
- 3-4 Good Web Design – An Example
- 3-5 Bad Web Design – An Example
- 3-6 WordPress Theme vs. Custom Design
- 3-7 What is a Design Brief?
- 3-8 Hiring a Web Designer
- 3-9 Working with a Web Designer
- 3-10 Tools and Resources

Module 4

Introduction to Web Development

- 4-1 What is Web Development?
- 4-2 Working with a Web Developer
- 4-3 The Role of a Web Developer
- 4-4 Good Web Development
- 4-5 Bad Web Development
- 4-6 WordPress Themes vs. Custom Development
- 4-7 What is a Development Brief?
- 4-8 Hiring a Web Developer
- 4-9 Tools and Resources

Module 5

Web Hosting

- 5-1 What is a Domain Name?
- 5-2 What is Web Hosting?
- 5-3 What is Regular Web Hosting?
- 5-4 What is Managed Web Hosting?
- 5-5 Regular vs. Managed Web Hosting
- 5-6 Recommended Web Hosting Companies
- 5-7 Tools and Resources

Module 6

Copywriting

- 6-1 Writing for the Web is Different
- 6-2 The Basic Structure of Web Content
- 6-3 Finding Your Natural Voice
- 6-4 What is Copywriting?
- 6-5 The Role of a Copywriter
- 6-6 What is a Copy Brief?
- 6-7 Rules for Writing Good Copy
- 6-8 Finding a Copywriter
- 6-9 Tools and Resources

Module 7

Web Marketing

- 7-1 The Definition of Web Marketing
- 7-2 Types of Online Traffic
- 7-3 Why Market Your Site?
- 7-4 Organic Marketing
- 7-5 Paid Search Engine Marketing
- 7-6 Social Media Marketing
- 7-7 Permission Based Marketing
- 7-8 Search Engine Marketing
- 7-9 Link Exchanges
- 7-10 Press Releases
- 7-11 Affiliate Marketing
- 7-12 Banner Advertising
- 7-13 Landing Pages
- 7-14 Blogging as a Form of Marketing
- 7-15 Podcasting
- 7-16 Video Marketing
- 7-17 Marketing Best Practices
- 7-18 Tools and Resources

Module 8

Monetization Introduction

- 8-1 What is Monetization?
- 8-2 Reasons to Monetize
- 8-3 The Definition of a List
- 8-4 The Importance of Creating a List
- 8-5 Lead Generation
- 8-6 Using Leads and a List to Monetize
- 8-7 Monetization Models
- 8-8 CPC Advertising
- 8-9 CPM Advertising
- 8-10 CPA Advertising
- 8-11 CPL Advertising
- 8-12 CPS Advertising
- 8-13 Affiliate Marketing
- 8-14 Monetizing Information
- 8-15 Building a Membership Community
- 8-16 Creating a Directory
- 8-17 Creating a Web or Custom Application
- 8-18 Organizing a Conference
- 8-19 Webinars
- 8-20 Tools and Resources

Module 9

Website Maintenance

- 9-1 What is Website Maintenance?
- 9-2 How do Web Pages Load?
- 9-3 What is Website Caching?
- 9-4 What is a CDN?
- 9-5 What is Minification?
- 9-6 Website Organization Tools
- 9-7 Website Backup Tools
- 9-8 Website Analytic Tools
- 9-9 Website Monitoring Tools
- 9-10 Website Security Tools
- 9-11 Tools and Resources

Module 10

Buying and Selling Websites

- 10-1 Why Buy or Sell a Website?
- 10-2 Buying a Website
- 10-3 What to Look for as a Buyer
- 10-4 Selling a Website
- 10-5 Selling a Website – What Buyers Want to See
- 10-6 The Importance of Escrow
- 10-7 The Importance of Milestones
- 10-8 Avoiding Scams
- 10-9 Tools and Resources

Module 11

Outsourcing

11-1 What is Outsourcing?

11-2 Why Should You Outsource?

11-3 What Should You Outsource?

11-4 Project Management 101

11-5 The Importance of Escrow

11-6 The Importance of Milestones

11-7 The Number 1 Thing You Should Never Outsource

11-8 Outsourcing Marketplaces

11-9 Tools and Resources

Course Recap and Summary