

SUMMER TRAINING PROGRAM

Web Development & SEO

Course Name	: Web Development & SEO
Certification	: By RoboSpecies Technologies Pvt. Ltd. Accredited by International Accreditation Organization, Houston, U.S.A.
Study Material	: Books & CDs Free to each participant

Projects: 60 Projects Covered in 45 Days (excluding major optional Projects)

Fees & Duration

1. For Web Development & SEO (**Ultra**)
 - Fees** : ₹ 7990/- per candidate
 - Duration** : 45 Days/6 Weeks

Course Content:

Introduction (HTML, CSS, JavaScript)

- Structural Elements Of HTML Documents,
- Using IDE (Dreamweaver / Open Source)
- Formatting HTML Documents
- Managing Images In HTML
- Tables In HTML Documents
- Hypertext And Link In HTML Documents
- Multimedia
- Managing Forms
- Web Architecture, Page Structure

PHP Basics

- PHP Origins and why PHP is better than Its alternatives
- How PHP works with the Web Server
- PHP scripts & PHP syntax
- PHP data types
- Testing for a specific data type
- Changing type with Set type
- Operators & Variables
- Strings

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- Request, Response, Web server, Web Browser, Protocols and its types
- Introduction to server side script. (Dynamic web)
- Installation and Configuration (WAMP, XAMPP, EasyPHP) on local environment

Practical

- Identifying server
- Version checking/ Downloading/Installation
- Hosting server version check / Upgrade
- Live server rights check
- Local Configuration / Live Server Configuration

PHP Control Structures

- The if statement
- Using the else clause with if statement
- The switch statement
- Using the ? operator

Practical

- Code execution of If statement
- Code execution of If/else statement
- Code execution of switch statement
- Code execution of ? statement

PHP Control Structures

- The while statement
- The do while statement
- The for statement

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- Breaking out of loops
- Nesting loops

Practical

- Code execution of while statement
- Code execution of do/while statement
- Code execution of for statement
- Breaking out of loops
- Execution of Nesting loops

Functions – Basics and Advanced

- Function Basics
- Defining a function
- Returning value from function
- User-defined functions
- Dynamic function calls
- Variable scope

Practical

- Making a function and returning value
- Create a function and do conditional checking

Functions – Basics and Advanced

- Accessing variable with the global statement
- Function calls with the static statement
- Setting default values for arguments
- Passing arguments to a function by value

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- Passing arguments to a function by reference
- Testing for function existence

Practical

- Creating functions with default arguments
- Invoking functions within functions
- Conditional operators on functions

PHP Arrays

- Single-Dimensional Arrays
- Multidimensional Arrays
- Casting Arrays
- Associative arrays
- Accessing arrays
- Getting the size of an array
- Looping through an array
- Looping through an associative array
- Examining arrays
- Joining arrays
- Sorting arrays
- Sorting an associative arrays

Practical

- Creating different types of arrays
- Different operations on arrays
- Passing arrays in functions

Working With Forms

- Forms
- Super global variables
- The server array

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- A script to acquire user input
- Importing user input
- Accessing user input
- Combine HTML and PHP code
- Using hidden fields

Practical

- Creating different types of forms
- Adding fields and using HTML5 validation in forms
- Creating a script to output value of form to HTML page
- Creating HTML form by PHP
- Using hidden fields in forms

Working With Forms

- GET & POST submit
- Form Validation (Client Side / Server Side)
- Redirecting the user
- File upload and scripts

Practical

- Creating a script to test GET and POST method
- Script to check server side form validation
- Conditional checking and redirecting user
- Uploading file using PHP script
- PHP Disk Access & I/O
- HTTP connections
- Writing to the browser

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- Getting input from forms
- Output buffering

Practical

- Creating script to post form value to file
- Script using headers
- General script to handle files and browser handling

PHP RE & Math functions

- The basic regular expressions
- Matching patterns
- Finding matches
- Replace patterns
- Modifiers
- Breakup Strings
- Common math
- Random numbers
- Environment variables

Practical

- Script for common math functions
- Script and operations for regular expressions

PHP I/O And Mail

- File upload
- File download
- E-mail in PHP

Practical

- Creating a script to email users
- Configuring live server and uploading mailing scripts
- Conditional validation, form input and mailing script

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Cookies

- The anatomy of a cookie
- Setting a cookie with PHP
- Deleting a cookie
- Creating session cookie
- Working with the query string
- Creating query string

Practical

- Creating a cookie
- Different type of operations on cookies

Session

- What is session
- Starting a session
- Working with session variables
- Destroying session
- Passing session IDs
- Encoding and decoding session variables

Practical

- Creating a cookie

Classes And Objects

- Objects oriented programming
- Define a class
- An Object
- Creating an object
- Object properties
- Object methods
- Object constructors and destructors

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Classes And Objects

- Class constants
- Class inheritance
- Abstract classes and methods

Classes And Objects

- Object serialization
- Checking for class and method existence
- Exceptions
- Iterators

Introduction To Database

- Introduction to SQL
- Connecting to the MYSQL
- Selecting a database
- Understanding Queries
- Finding out about errors
- Adding data to a table
- Acquiring the value from tables
- Finding the number of rows
- Inserting data
- Entering and updating data
- Executing multiple queries

jQuery

- Introduction to jQuery
- Syntax
- Selectors
- Events
- Effects
- Callback
- HTML

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- CSS
- Reference
- Selectors
- Events
- AJAX with jQuery

Joomla

- Introduction to Joomla
- Installation of Joomla
- Template Management
- Menu Management
- Structure of Modules & Components

Opencart / Magento

- Introduction
- Installation
- Template Management
- Menu Management
- Structure of Modules & Components

SEO (Search Engine Optimization)

- Basics
- Search Engines / directories
- On Page / Off Page Optimization

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SEO Advanced (Off-Page)

- Search Engine Submission
- Directory Submission
- Article Submission
- Press Release submission
- Forums Posting
- Link Building
- One-Way
- Two-Way / Reciprocal / Link Exchange
- Three-Way
- Blogs
- Blogs Creation
- Blogs submission
- Blogs Commenting
- Posting Free Classifieds
- Google Mapping/Listing
- Social Book marking
- RSS feeds
- Video optimization
- Link Building

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Why Web Development & SEO Training from RoboSpecies Technologies?

1. **Lot of Major Projects** will be covered in this training.
 - 20 projects are covered in Basic Module
 - 20+20 projects are covered in Advanced Module
 - 20+20+20 project are covered in Ultra Module
 - 9 optional major projects
2. Our syllabus is professionally designed to cover **Basic** as well as **Advance** aspects of Web Development & SEO
3. Each day of our training is well planned to provide you the **Theoretical** as well as **Practical** Knowledge of the module
4. Each day will come up with **New Practicals & Projects** which makes the training interesting and exciting.
5. Time to time **Practical Assignments** will be provided to the students, which will help them in doing practice at home.
6. **Revision Time & Query Sessions** are provided to the students which help them in clearing their all previous doubts.
7. **Exam** will be conducted at the end of **basic** as well as **Advance** module to test the knowledge level of the students.
8. Time for **Project Work** will be provided to the students, in which students will develop a project of their own choice. This will encourage **Innovative Ideas** among students.

Pre-Requisites

1. Basic knowledge of C\C++ Programming.
2. Eagerness to learn new innovative things.

Who Could Attend this Training?

- Students from B.E/B.Tech/M.Tech/Diploma (ECE/EEE/CSE/IT/MECH) can join this training.
- Anyone who have interest in this field and have pre-requisite knowledge