Postgraduate Certificate

Web Site Engineering and Architecture

tech technological university

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Postgraduate Certificate

Web Site Engineering and Architecture

- Modality: **online**
- Duration: **6 weeks**
- Certificate: **TECH Technological University**
- Dedication: **16h/week**
- Schedule: **at your own pace**
- Exams: **online**

Website: **www.techtitute.com/us/engineering/postgraduate-certificate/web-site-engineering-architecture**

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01

Introduction

Web sites are made up of an invisible structure, but it is the backbone of everything that the end user has at his disposal: text, images, hyperlinks and many other elements that are used in the construction of web sites. In order to understand, analyze and create this framework, you need professional experts in architecture and engineering applied to web pages engineering are needed to design the Internet of the present and the future. This program offers all the necessary tools to become a specialist in this field, so that you can become a valuable professional.

This program offers you all the knowledge you need to become an expert in Website Engineering and Architecture, an area in need of professionals with the right qualifications"

The average user is not aware of all the processes involved in creating websites. However, what lies behind everything you can see while surfing the Internet is much more complex than it seems at first glance. Sometimes, even some web development some web development professionals find it difficult to assimilate all the code that is in the different pages that can be visited.

For this reason, specific professionals are needed who can build and analyze this framework, emphasizing the user experience (UX), the optimization of code and web resources, and the optimization of web resources and the application of SEO, so important nowadays when launching a page on the Internet due to the great importance of search engines.

This Postgraduate Certificate has been designed by the best teachers, true specialists in engineering and web architecture, who have first-hand knowledge of the area and who will transmit their knowledge to the students in a practical and direct way, assisted by TECH's innovative teaching methodology.

This **Postgraduate Certificate in Web Site Engineering and Architecture** contains the most complete and up-to-date program on the market. The most important features include:

- Content focused on the understanding of web engineering and architecture
- The Case studies presented by experts in Website Engineering and Architecture
- Practical exercises where the process of self-assessment can be used to improve learning
- Innovative methodology, which offers the best possible experience for the learner
- The constant support of the teaching staff, who guide the student throughout the entire process
- Content that is accessible from any fixed or portable device with an Internet connection

Improve your website creation and analysis skills with this complete course offered by TECH"

Website Engineering and Architecture skills are increasingly sought after by clients and employers"

A professional lacking specialist expertise is less attractive in the labor market: do not miss this opportunity.

Get to know and become an expert in the code structure behind each web page.

The program's teaching staff includes professionals from the sector who contribute their work experience to this educational program, as well as renowned specialists from leading societies and prestigious universities.

The multimedia content, developed with the latest educational technology, will provide the professional with situated and contextual learning, i.e., a simulated environment that will provide immersive education programmed to learn in real situations.

This program is designed around Problem-Based Learning, whereby the professional must try to solve the different professional practice situations that arise during the academic year For this purpose, the students will be assisted by an innovative interactive video system created by renowned and experienced experts.

02

Objectives

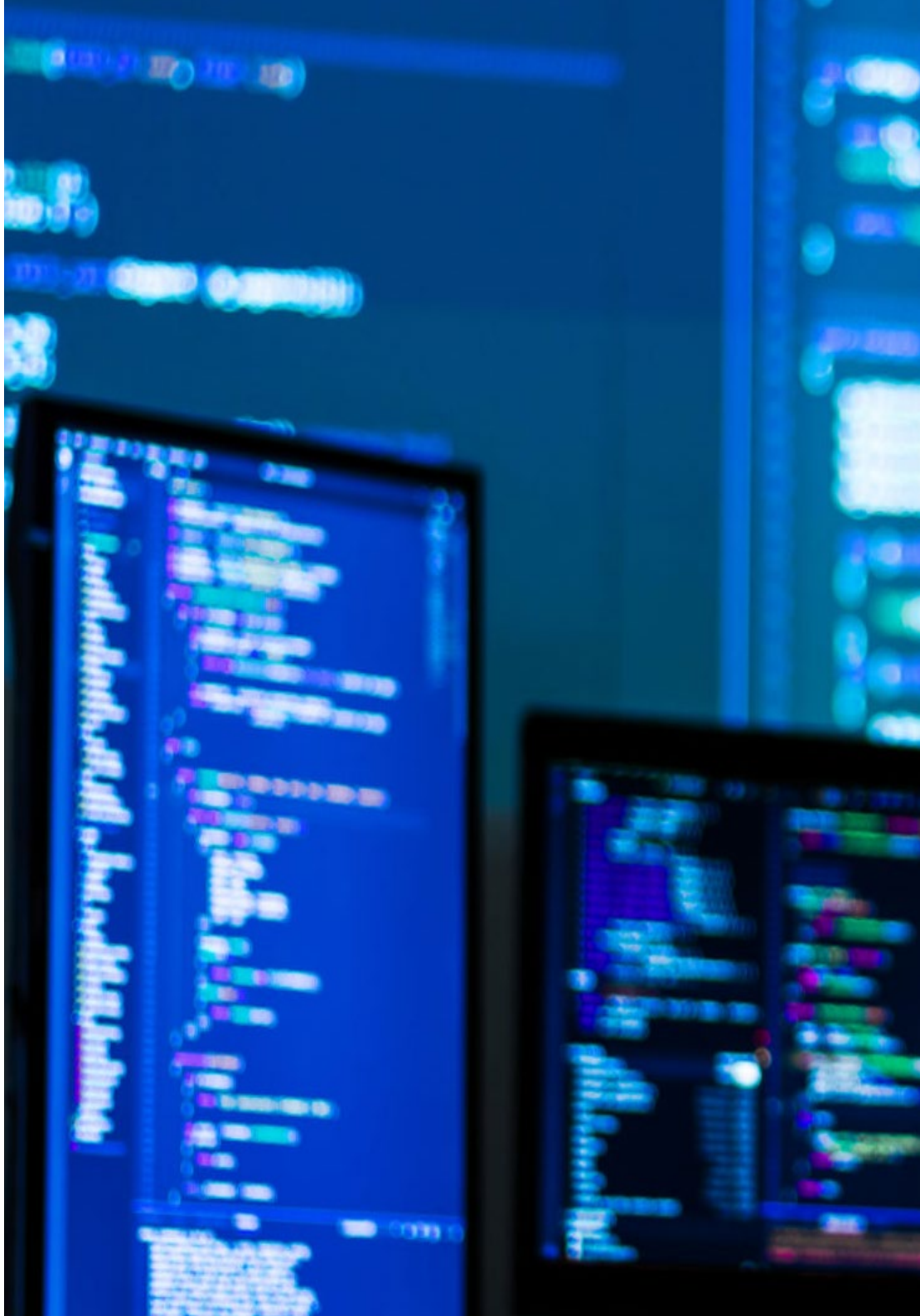
This Postgraduate Certificate provides a dynamic and engaging way to learn everything about Website Engineering and Architecture, designed by top professionals who will help students to meet all their short and long-term goals. This program, for engineers and other web development professionals, has been designed as an intensive specialization that will differentiate them with other workers in the sector.

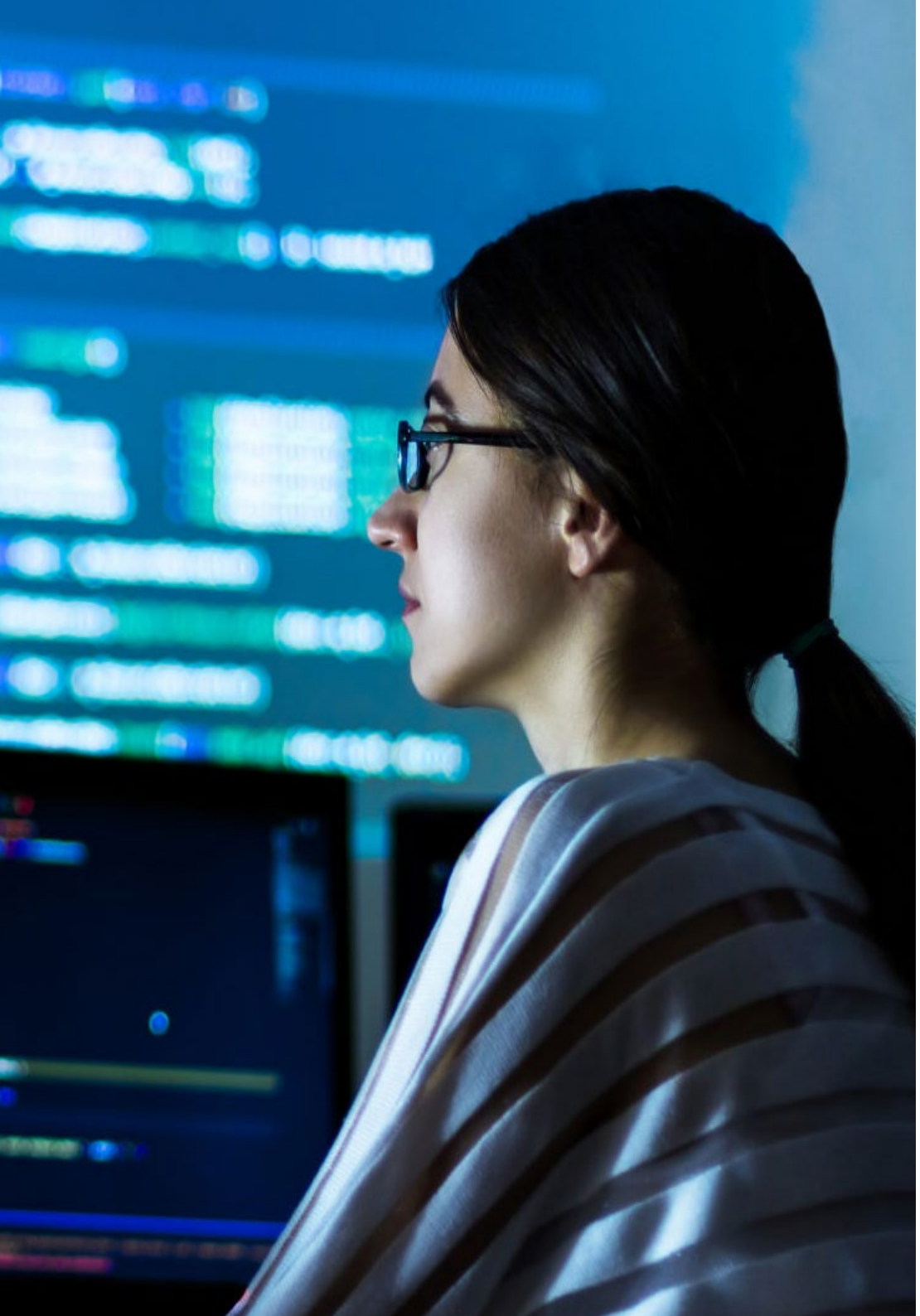
No matter how difficult your goals are to meet, TECH will make them much easier"

General Objectives

- Examine web architecture, fitting it into the context of website and application development
- Build expertise on the creation of web architecture and its implication in the success of the project
- Analyze the types and phases of web architecture, their advantages and applications
- Establish the relationship between web architecture and other web development phases and SEO processes

TECH will furnish you with the best tools for the construction and analysis of Website Architecture"





Specific Objectives

- Assess the origin of web architecture and its role in website development
- Examine the three pillars of web architecture to recognize the importance of each when designing and building web projects
- Develop the different types of web architecture, their advantages and suitability
- Evaluate the stages that make up the web architecture, the correlation between them and their development
- Optimize the relationship between web architecture and user experience and the relationship between web architecture and SEO
- Analyze browsing and content organization prior to the modeling phase

03

Course Management

This Postgraduate Certificate has a highly qualified faculty to provide students not only with a great learning experience but also with the best possible content in the area of website architecture, always related to engineering.

The best experts are waiting for you with the best knowledge, once you decide to improve with TECH"

Management

Mr. Gris Ramos, Alejandro

- CEO & Founder Club de Talentos
- CEO. Persatrace, Online Marketing Agency
- Business Development Director at Alenda Golf
- Director. PI Study Center
- Director of Web Application Engineering Department at Brilogic
- Web programmer at Grupo Ibergest
- Software/web programmer at Reebok Spain
- Technical Engineer in Computer Management
- Master's Degree in Digital Teaching and Learning Tech Education
- Master's Degree in High Abilities and Inclusive Education
- Master's Degree in E-Commerce
- Specialist in the latest technologies applied to teaching, digital marketing, web application development and Internet business

04

Structure and Content

The content and structure of this Postgraduate Certificate in Website Engineering and Architecture, is detailed below, listing each topic so that the student has all the information and can effectively plan their learning process. TECH places great importance on content, so it has ensured that the best experts design a program that meets students' expectations.

This syllabus will convince you to enroll and improve your professional standing"

Module 1. Website Engineering and Architecture

1.1. Web Site Engineering and Architecture
- 1.1.1. Website Architecture
- 1.1.2. Uses and Applications

1.2. The Pillars of Web Architecture
- 1.2.1. Public
- 1.2.2. Content
- 1.2.3. Context

1.3. Horizontal Web Architecture
- 1.3.1. Advantages
- 1.3.2. Examples:

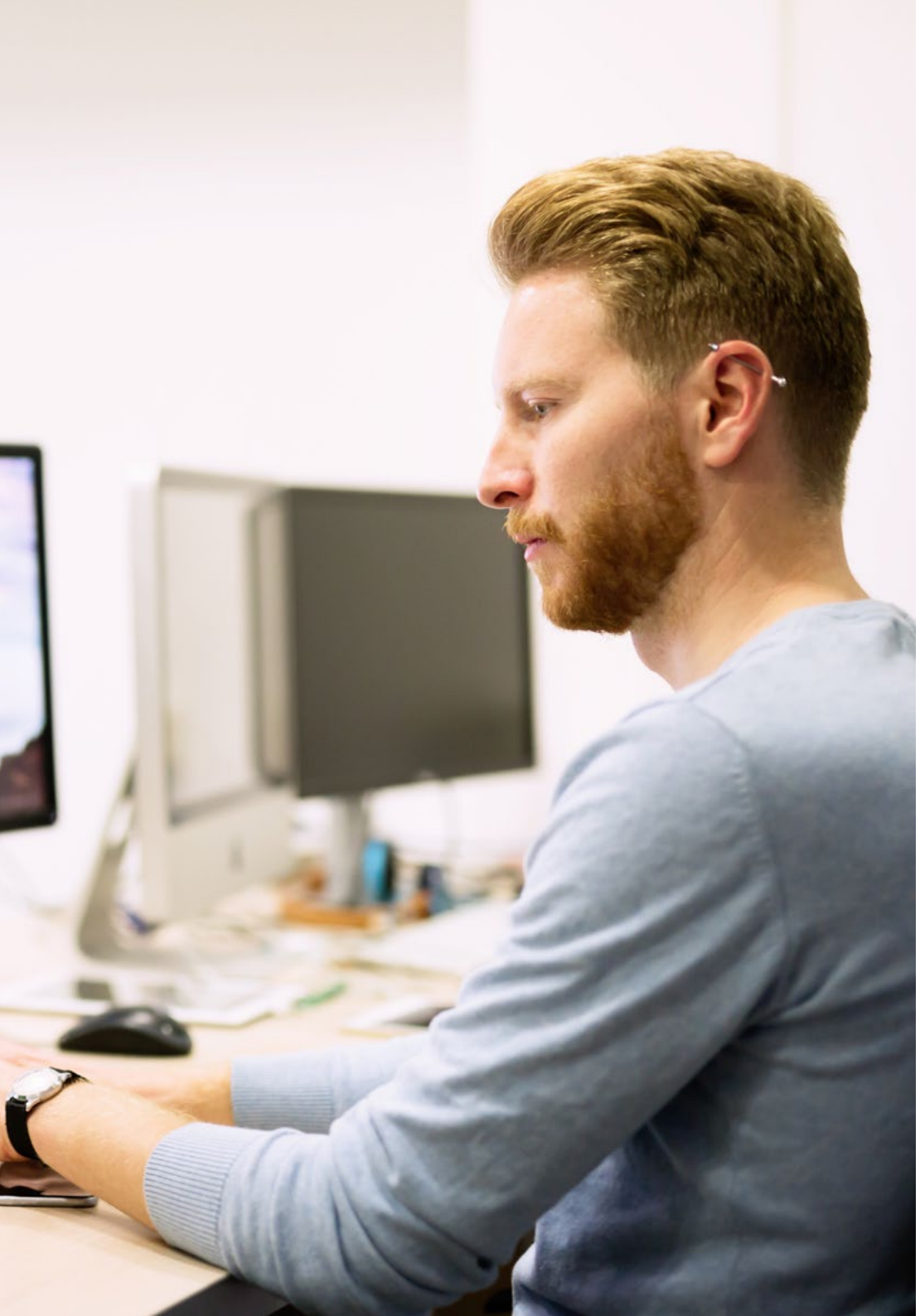
1.4. Vertical Web Architecture
- 1.4.1. Advantages
- 1.4.2. Examples:

1.5. Web Architecture Phases
- 1.5.1. Taxonomy
- 1.5.2. Labelling
- 1.5.3. Site Map

1.6. Web Architecture and Web Design
- 1.6.1. Types of Pages
- 1.6.2. Component Presence
- 1.6.3. Linking Needs

1.7. Web Architecture and Web Browsing
- 1.7.1. Structure
- 1.7.2. Categorization
- 1.7.3. Marking
- 1.7.4. Usability

1.8. Web Architecture and SEO
- 1.8.1. Benchmark
- 1.8.2. Keyword Research
- 1.8.3. URLs
- 1.8.4. Internal Links
- 1.8.5. Cannibalization



1.9. Web Architecture Tools
  1.9.1. Mindmeister Mind Maps
  1.9.2. Analyzing URLs Screaming Frog SEO Spider
  1.9.3. Analyzing Web Traffic Using Google Analytics
1.10. Google Search Console
  1.10.1. Keyword Analysis
  1.10.2. Opportunity Keywords
  1.10.3. Website Performance

You can't say no to this program, Website Engineering and Architecture is waiting for you!"

05

Methodology

This academic program offers students a different way of learning. Our methodology uses a cyclical learning approach: **Relearning.**

This teaching system is used, for example, in the most prestigious medical schools in the world, and major publications such as the **New England Journal of Medicine** have considered it to be one of the most effective.

Discover Relearning, a system that abandons conventional linear learning, to take you through cyclical teaching systems: a way of learning that has proven to be extremely effective, especially in subjects that require memorization"

Case Study to contextualize all content

Our program offers a revolutionary approach to developing skills and knowledge. Our goal is to strengthen skills in a changing, competitive, and highly demanding environment.

At TECH, you will experience a learning methodology that is shaking the foundations of traditional universities around the world"

You will have access to a learning system based on repetition, with natural and progressive teaching throughout the entire syllabus.

The student will learn to solve complex situations in real business environments through collaborative activities and real cases.

A learning method that is different and innovative

This TECH program is an intensive educational program, created from scratch, which presents the most demanding challenges and decisions in this field, both nationally and internationally. This methodology promotes personal and professional growth, representing a significant step towards success. The case method, a technique that lays the foundation for this content, ensures that the most current economic, social and professional reality is taken into account.

> *Our program prepares you to face new challenges in uncertain environments and achieve success in your career"*

The case method is the most widely used learning system in the best faculties in the world. The case method was developed in 1912 so that law students would not only learn the law based on theoretical content. It consisted of presenting students with real-life, complex situations for them to make informed decisions and value judgments on how to resolve them. In 1924, Harvard adopted it as a standard teaching method.

What should a professional do in a given situation? This is the question that you are presented with in the case method, an action-oriented learning method. Throughout the program, the studies will be presented with multiple real cases. They will have to combine all their knowledge and research, and argue and defend their ideas and decisions.

Relearning Methodology

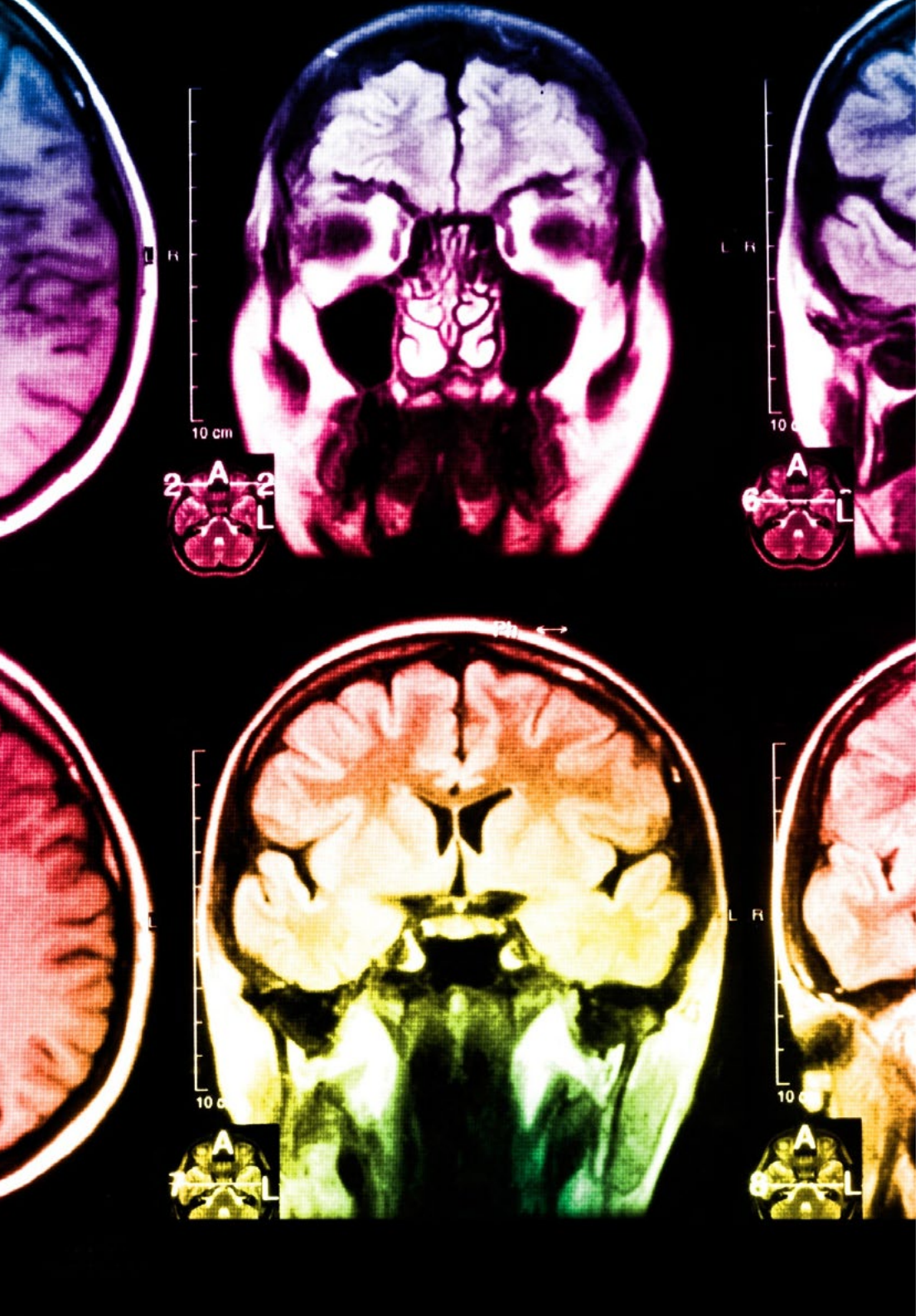
TECH effectively combines the Case Study methodology with a 100% online learning system based on repetition, which combines 8 different teaching elements in each lesson.

We enhance the Case Study with the best 100% online teaching method: Relearning.

In 2019, we obtained the best learning results of all online universities in the world.

At TECH, you will learn using a cutting-edge methodology designed to train the executives of the future. This method, at the forefront of international teaching, is called Relearning.

Our university is the only one in the world authorized to employ this successful method. In 2019, we managed to improve our students' overall satisfaction levels (teaching quality, quality of materials, course structure, objectives...) based on the best online university indicators.



In our program, learning is not a linear process, but rather a spiral (learn, unlearn, forget, and re-learn). Therefore, we combine each of these elements concentrically. This methodology has trained more than 650,000 university graduates with unprecedented success in fields as diverse as biochemistry, genetics, surgery, international law, management skills, sports science, philosophy, law, engineering, journalism, history, and financial markets and instruments. All this in a highly demanding environment, where the students have a strong socio-economic profile and an average age of 43.5 years.

Relearning will allow you to learn with less effort and better performance, involving you more in your training, developing a critical mindset, defending arguments, and contrasting opinions: a direct equation for success.

From the latest scientific evidence in the field of neuroscience, not only do we know how to organize information, ideas, images and memories, but we know that the place and context where we have learned something is fundamental for us to be able to remember it and store it in the hippocampus, to retain it in our long-term memory.

In this way, and in what is called neurocognitive context-dependent e-learning, the different elements in our program are connected to the context where the individual carries out their professional activity.

This program offers the best educational material, prepared with professionals in mind:

Study Material

All teaching material is produced by the specialists who teach the course, specifically for the course, so that the teaching content is highly specific and precise.

These contents are then applied to the audiovisual format, to create the TECH online working method. All this, with the latest techniques that offer high quality pieces in each and every one of the materials that are made available to the student.

Classes

There is scientific evidence suggesting that observing third-party experts can be useful.

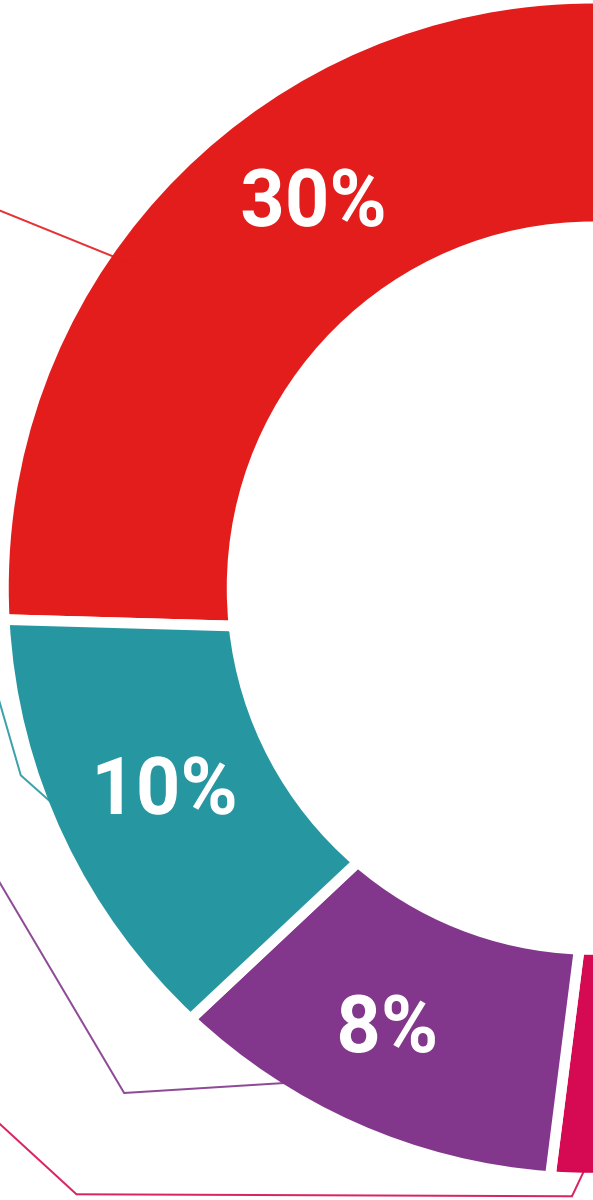
Learning from an Expert strengthens knowledge and memory, and generates confidence in future difficult decisions.

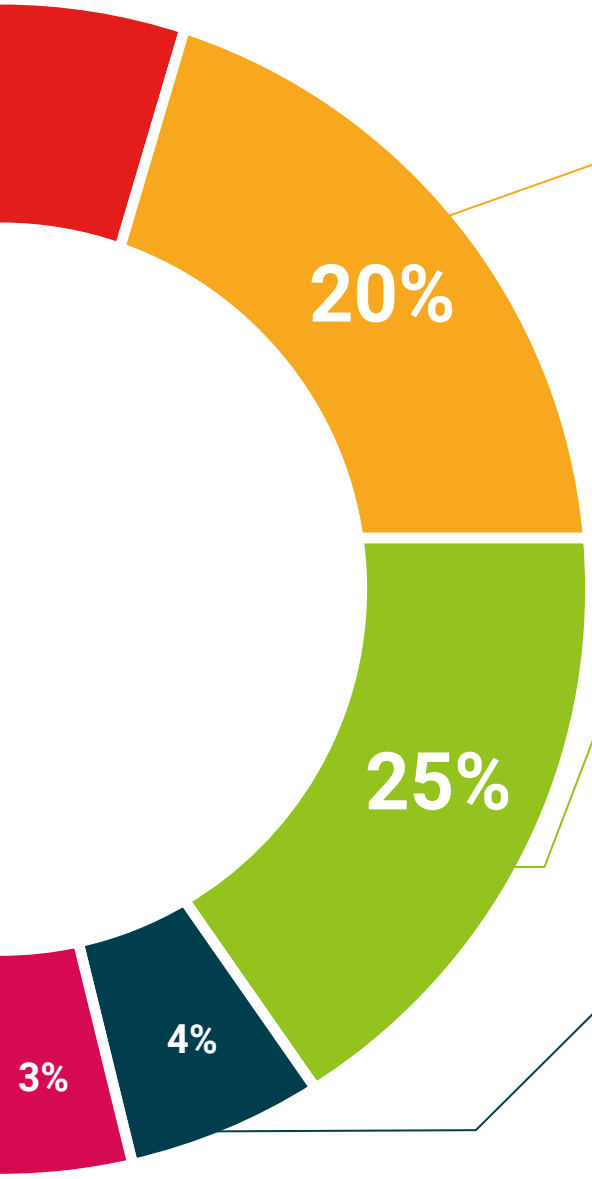
Practising Skills and Abilities

They will carry out activities to develop specific skills and abilities in each subject area. Exercises and activities to acquire and develop the skills and abilities that a specialist needs to develop in the context of the globalization that we are experiencing.

Additional Reading

Recent articles, consensus documents and international guidelines, among others. In TECH's virtual library, students will have access to everything they need to complete their course.





Case Studies

Students will complete a selection of the best case studies chosen specifically for this program. Cases that are presented, analyzed, and supervised by the best specialists in the world.

Interactive Summaries

The TECH team presents the contents attractively and dynamically in multimedia lessons that include audio, videos, images, diagrams, and concept maps in order to reinforce knowledge.

This exclusive educational system for presenting multimedia content was awarded by Microsoft as a "European Success Story".

Testing & Retesting

We periodically evaluate and re-evaluate students' knowledge throughout the program, through assessment and self-assessment activities and exercises, so that they can see how they are achieving their goals.

06

Certificate

The Postgraduate Certificate in Nombre del Porgrama guarantees students, in addition to the most rigorous and up-to-date education, access to a Postgraduate Certificate issued by TECH Technological University.

Successfully complete this program and receive your university qualification without having to travel or fill out laborious paperwork"

This **Postgraduate Certificate in Website Engineering and Architecture** contains the most complete and up-to-date program on the market.

After the student has passed the assessments, they will receive their corresponding **Postgraduate Certificate** issued by **TECH Technological University** via tracked delivery*.

The diploma issued by **TECH Technological University** will reflect the qualification obtained in the Postgraduate Certificate, and meets the requirements commonly demanded by labor exchanges, competitive examinations, and professional career evaluation committees.

Title: **Postgraduate Certificate in Web Site Engineering and Architecture**

Official Nº of Hours: **150 h.**

tech technological university

Awards the following

DIPLOMA

to

Mr./Ms. _____, with identification number _____.

For having passed and accredited the following program

POSTGRADUATE CERTIFICATE

in

Web Site Engineering and Architecture

This is a qualification awarded by this University, equivalent to 150 hours, with a start date of dd/mm/yyyy and an end date of dd/mm/yyyy.

TECH is a Private Institution of Higher Education recognized by the Ministry of Public Education as of June 28, 2018.

June 17, 2020

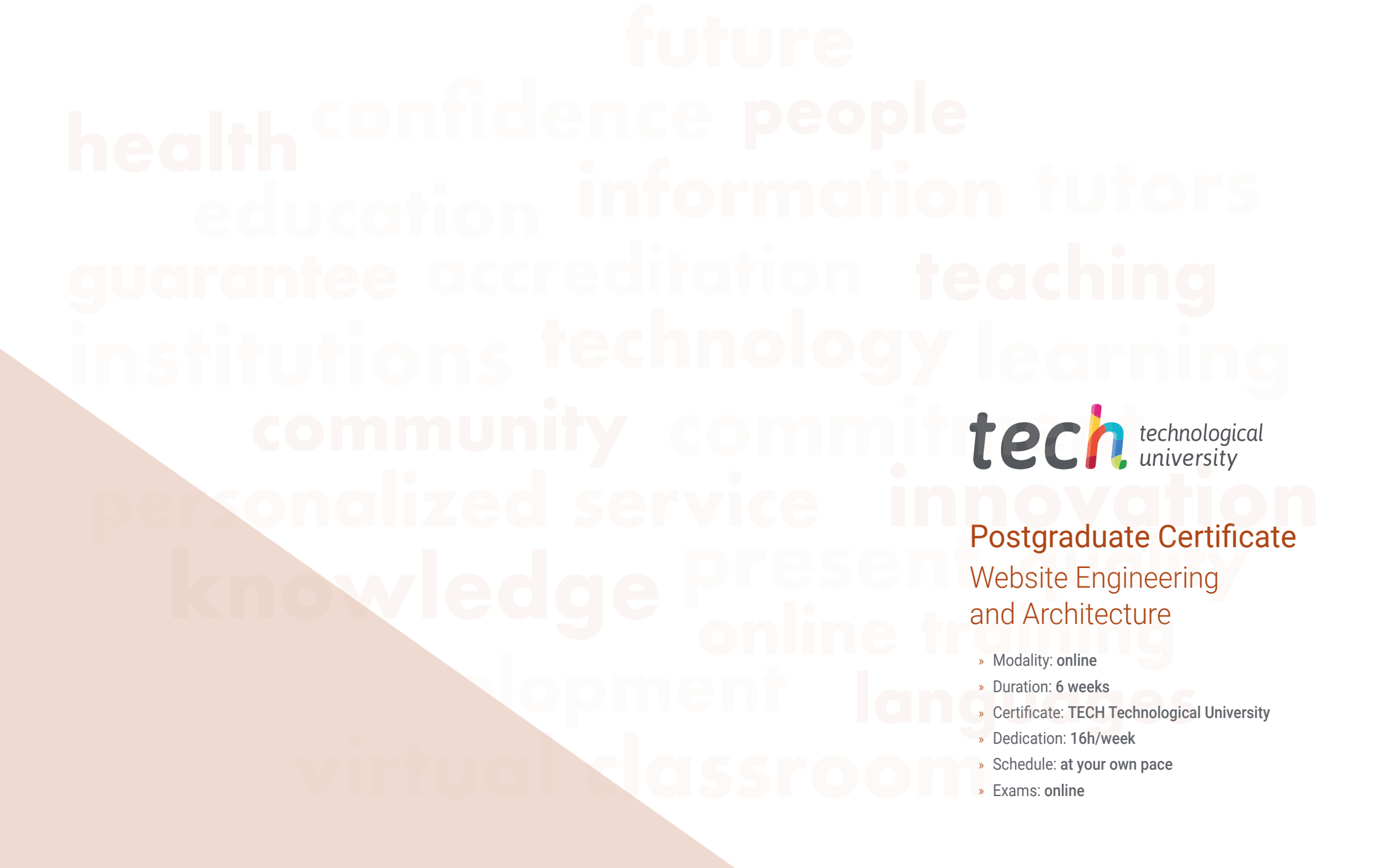
Tere Guevara Navarro

Dean

This qualification must always be accompanied by the university degree issued by the competent authority to practice professionally in each country.

Unique TECH Code: AFWORD23S techtitute.com/certificates

*Apostille Convention. In the event that the student wishes to have their paper diploma issued with an apostille, TECH EDUCATION will make the necessary arrangements to obtain it, at an additional cost.



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