

# Postgraduate Certificate Website Marketing



## Postgraduate Certificate Website Marketing

Course Modality: Online

Duration: 6 weeks

Certificate: TECH Technological University

Official N° of Hours: 150 h.

Website: [www.techtute.com/in/engineering/postgraduate-certificate/website-marketing](http://www.techtute.com/in/engineering/postgraduate-certificate/website-marketing)

# Index

01

Introduction

---

*p. 4*

02

Objectives

---

*p. 8*

03

Course Management

---

*p. 12*

04

Structure and Content

---

*p. 16*

05

Methodology

---

*p. 20*

06

Certificate

---

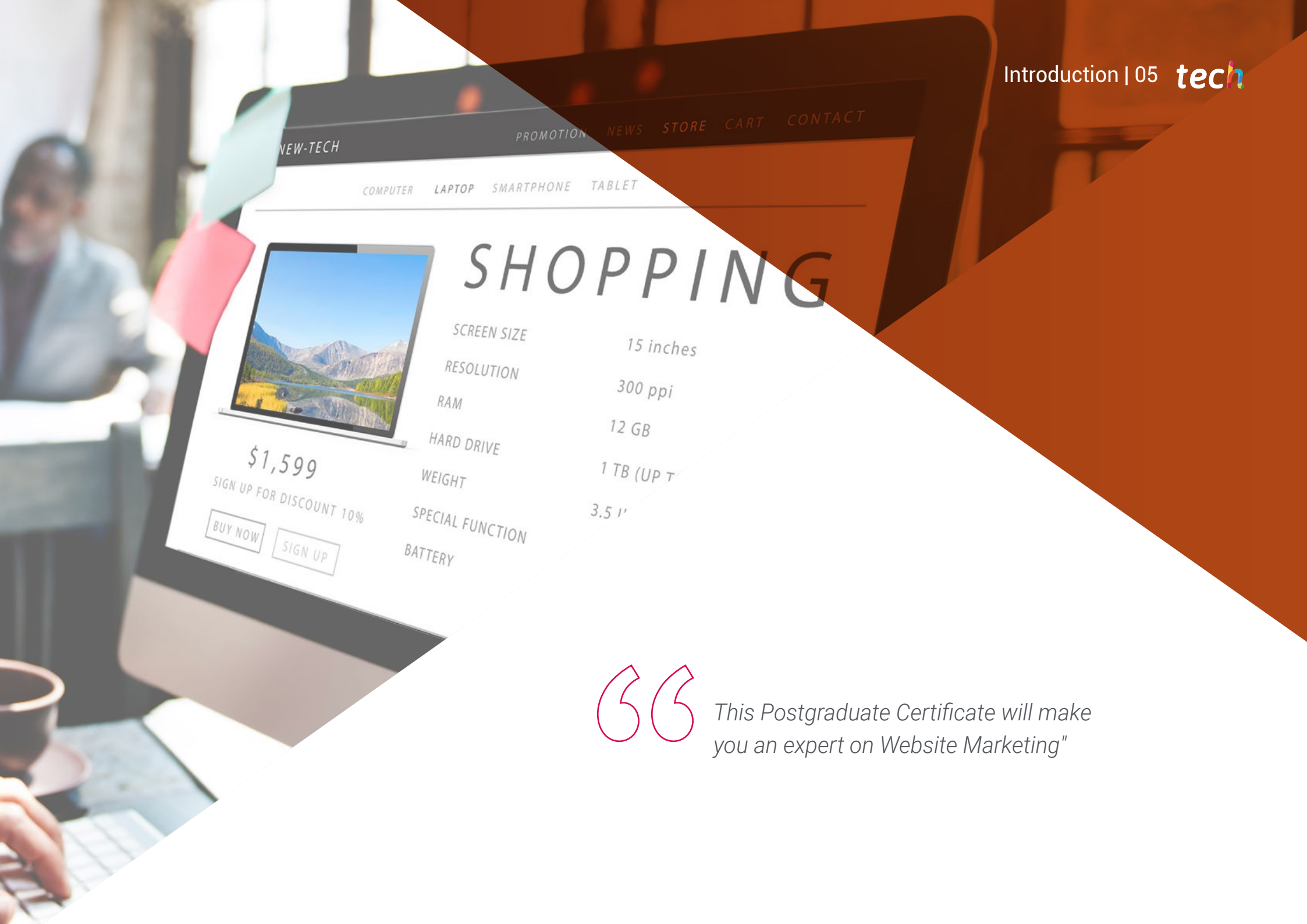
*p. 28*

# 01

# Introduction

Marketing is a key element for information dissemination and sales for a website. After launch, a series of actions related to digital marketing and SEO positioning are needed so that the website can perform according to the client's objectives. Thus, Website Marketing is an indispensable aspect of website engineering. This program offers the ideal content for effective marketing, so that customers increase their sales and are provided with a satisfactory service by professionals and engineers.





# SHOPPING



\$1,599

SIGN UP FOR DISCOUNT 10%

BUY NOW

SIGN UP

- SCREEN SIZE 15 inches
- RESOLUTION 300 ppi
- RAM 12 GB
- HARD DRIVE 1 TB (UP T
- WEIGHT 3.5 lb
- SPECIAL FUNCTION
- BATTERY



*This Postgraduate Certificate will make you an expert on Website Marketing"*

The process of programming, designing and launching a website includes a series of steps that, if done properly, will lead to the success of the professional and their clients. The final step is Marketing, which encompasses all the strategies that ensure appropriate diffusion of a website to achieve its objectives, either to disseminate information, to raise awareness of a problem, to offer a service or to see a certain product.

However, this stage is not always paid sufficient attention, even though it is fundamental to the success of the website. A lack of qualified professionals means that clients are unable to realize a comprehensive strategy to achieve the results envisaged in the planning of the website project.

Thus, there is a need for specialists who can offer a marketing service which helps clients to achieve their objectives, disseminate a website and sell digital services or physical products. An effective marketing service will include promotion techniques such as emailing or improving SEO, and their subsequent analysis to see if sales and diffusion objectives have been met.

This Postgraduate Certificate provides essential knowledge for effective Website Marketing tailored to client goals, and enables engineers or professionals to apply this knowledge in their workplace.

This **Postgraduate Certificate in Website Marketing** contains the most complete and up-to-date educational program on the market. Its most notable features are:

- ◆ The best specialist content on Website Marketing
- ◆ Teachers who are experts in the field, and who will accompany the student throughout the learning process.
- ◆ Practical exercises where self-assessment can be carried out to improve learning
- ◆ Content that is accessible from any fixed or portable device with an Internet connection



*Marketing is a key stage in the launch of a website: this course will make you indispensable for your clients"*

“

*Your customers will return when you show them the skills you have acquired with this Postgraduate Certificate”*

The teaching staff includes professionals from the sector who contribute their professional 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 student will be assisted by an innovative interactive video system created by renowned and experienced experts.

*Learn how to market websites and increase your customer base.*

*Your customers will return when you show them the skills you have acquired with this Postgraduate Certificate.*



# 02

# Objectives

The objective of this Postgraduate Certificate in Website Marketing is to offer engineers or professionals detailed professional development, so that they will be able to apply a diffusion and sales plan for the launch of a website, using a series of tools and techniques that they will learn with this program.







“

*Your customers want to increase their sales and you want to offer them the best tools: this Postgraduate Certificate helps you to achieve it"*



## General Objectives

---

- ◆ Build specialist knowledge on e-commerce, functions and types.
- ◆ Analyze Website Marketing in the online marketplace
- ◆ Offering new marketing tools for clients and users
- ◆ Build specialist expertise in an increasingly sought-after IT field

“*Your goal is to be a leading professional and TECH offers you everything you need to become one*”





## Specific Objectives

---

- ◆ Determine the project business objectives
- ◆ Identify the target audience
- ◆ Interpret analytical data to make business decisions
- ◆ Apply different user-centric marketing methodologies and tools



03

# Course Management

The faculty for this Postgraduate Certificate have first-hand knowledge of Website Marketing, which they will share with students. Students can thus be confident that everything they learn has been drawn from the experience of experts in the field, so that they can apply that knowledge in the workplace immediately.



# MMERCE



“

*The faculty for this Postgraduate Certificate have extensive experience in Website Marketing: learn with the best”*

## Management



### Mr. Gris Ramos, Alejandro

- ◆ Director of Persatrace, web development and digital marketing agency
- ◆ Director of Club de Talentos
- ◆ Computer Engineer UNED
- ◆ Master's Degree in Digital Teaching and Learning Tech Education
- ◆ Master's Degree in High Abilities and Inclusive Education
- ◆ Business Development Director at Alenda Golf
- ◆ Director of Web Applications Engineering Department at Brilogic
- ◆ Web programmer at Grupo Ibergest
- ◆ Software/web programmer at Reebok Spain

## Professors

### Mr. Méndez Martínez, Brandon

- ◆ Specialist in Web Services and Applications Development from the University of Alicante
- ◆ Web design and development - HIADIS Graduated in Multimedia Engineering, University of Alicante
- ◆ Natural Language Processing (NLP) - GPLSI (University of Alicante)
- ◆ Master's Degree in Web Services and Applications Development from the University of Alicante
- ◆ "Analysis of gamification techniques to learn complex subjects through collaborative applications" - Bulletin of the Technical Committee on Learning Technology
- ◆ "Gramma: a web application for learning and generating creative language" - INTED Proceedings
- ◆ Research in Human Language Technologies (TLH) - GPLSI (University of Alicante)

### Mr. Vicente Miralles, David

- ◆ (CSO) Head of Expansion Strategies at 'ICU Medical Technologies'
- ◆ (CEO) Executive Director / Co-Founder at 'CE Informática'
- ◆ Professor / Trainer in private entities
- ◆ Postgraduate Certificate in Technical Computer Engineering from Miguel Hernández University of Elche
- ◆ Development Engineer at 'Computer Elche' (COO)
- ◆ (COO) Operations Manager at 'VinoTrade'

**Mr. Del Moral García, Francisco José**

- ◆ Security Analyst at Page Group
- ◆ Degree in Telecommunication Technologies Engineering, University of Granada Specialism: Telecommunication Systems
- ◆ Master's Degree in IT Security, International University of La Rioja
- ◆ Roca Sanitario (Cyber Security Analyst)
- ◆ Allianz Technology (Information Security Analyst)
- ◆ Clover Technologies (IT Security Airbus Defense and Space)
- ◆ EVERIS (Solutions Assistant)

**Mr. Boix Tremiño, Jorge**

- ◆ Founder of HostingTG, professional web hosting services company
- ◆ Founder of GrupoTG, a digital marketing and web design services company
- ◆ Co-Founder of TiendaWebOnline, a Digital Dropshipping business creation company
- ◆ Nortempo, trainer in the field of programming and marketing strategies
- ◆ Intergon2000, Graphic designer
- ◆ Ibertex, Graphic designer
- ◆ Xion Animation, information technology project manager
- ◆ Kingest, Sales and marketing director
- ◆ Computer Engineer at UNED.
- ◆ Award for Business Excellence from the Institute for Professional Excellence in 2019
- ◆ European Medal of Merit in the Workplace for Professional Career Achievement from the European Association for Economics and Competitiveness
- ◆ Gold Star for Professional Excellence from the Institute for Professional Excellence in 2016

**Mr. Alfaro, José**

- ◆ Team Leader at DisneyLand Paris
- ◆ Journalism Graduate
- ◆ Course in Project Management Methodologies

**Mr. Herrero García, Diego**

- ◆ Computer Applications Analyst, Manager and Developer
- ◆ Industrial Technical Engineer, University of La Rioja
- ◆ Industrial Engineer, University of La Rioja
- ◆ Postgraduate Diploma in Innovation Management, University of La Rioja



*Don't miss the opportunity to study  
with the best teachers in the sector"*

# 04

# Structure and Content

The contents of this Postgraduate Certificate have been designed by leading experts, so that students receive the best information. Structured in a profound and wide-ranging module, this program offers the best tools and techniques for Website Marketing so that the student can use them professionally, this being the main objective of this Postgraduate Certificate.







“

*The best contents are waiting for you: become an expert in Website Marketing"*

## Module 1. Website Marketing

- 1.1. Website Marketing
  - 1.1.1. Website Marketing
  - 1.1.2. Website Development Cost
  - 1.1.3. Profitability Calculations
- 1.2. Invoicing and Taxation
  - 1.2.1. Freelance Invoicing
  - 1.2.2. Company Invoicing
  - 1.2.3. Taxation
- 1.3. Sales Funnels: Attraction Phase
  - 1.3.1. Organic Traffic
    - 1.3.1.1. SEO
  - 1.3.2. Payment Traffic
- 1.4. Sales Funnels: Interaction Phase
  - 1.4.1. Emailing
  - 1.4.2. Forms
  - 1.4.3. CTAs
- 1.5. Sales Funnels: Conversion Phase
  - 1.5.1. Offer
  - 1.5.2. Ideas to Close the Sale
  - 1.5.3. Customer Objections
- 1.6. Sales Funnels: Loyalty Phase
  - 1.6.1. Exceeding Customer Expectations
  - 1.6.2. Customer Service
  - 1.6.3. Affiliation Systems
  - 1.6.4. Surveys
- 1.7. Analytics
  - 1.7.1. Analysis
  - 1.7.2. KPIs
  - 1.7.3. Emailing Analytics
  - 1.7.4. Social Network Analytics
- 1.8. Analytics: Analyzing Websites Using Google Analytics
  - 1.8.1. Audience Analytics
  - 1.8.2. Purchase Analytics
  - 1.8.3. Behavior Analytics
  - 1.8.4. Conversion Analytics
- 1.9. Marketing Automation
  - 1.9.1. The Purpose of Automating
  - 1.9.2. Automation Software
  - 1.9.3. Workflows
  - 1.9.4. Scoring
- 1.10. Growth Hacking
  - 1.10.1. Growth Hacking
  - 1.10.2. Growth Hackers
  - 1.10.3. Techniques and Examples



*The best Website Marketing techniques are waiting for you in this Postgraduate Certificate"*



My Profile  
Corporate Accounts  
Frequently Asked Questions

Contact & Support  
Give Feedback  
Live Chat

Legal Information  
Privacy Policy  
All Documents

Bookmarks, Most visited  
Newest Files,  
Follow Us.

Announcements, promotions,  
Our Press & Pricer,  
Careers

Cloud solutions,  
Store and manage your files here,  
Free Files

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"*

## At TECH we use the Case Method

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

“

*At TECH, you will experience a way of learning that is shaking the foundations of traditional universities around the world”*



*We are the first online university to combine Harvard Business School case studies with a 100% online learning system based on repetition.*



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

### A learning method that is different and innovative

This intensive Engineering program at TECH Technological University prepares you to face all the challenges in this field, both nationally and internationally. We are committed to promoting your personal and professional growth, the best way to strive for success, that is why at TECH Technological University you will use Harvard *case studies*, with which we have a strategic agreement that allows us, to offer you material from the best university in the world.



*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 by 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 is the first university in the world to combine Harvard University case studies with a 100% online learning system based on repetition, which combines 8 different didactic elements in each lesson.

We enhance Harvard case studies 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 university 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.



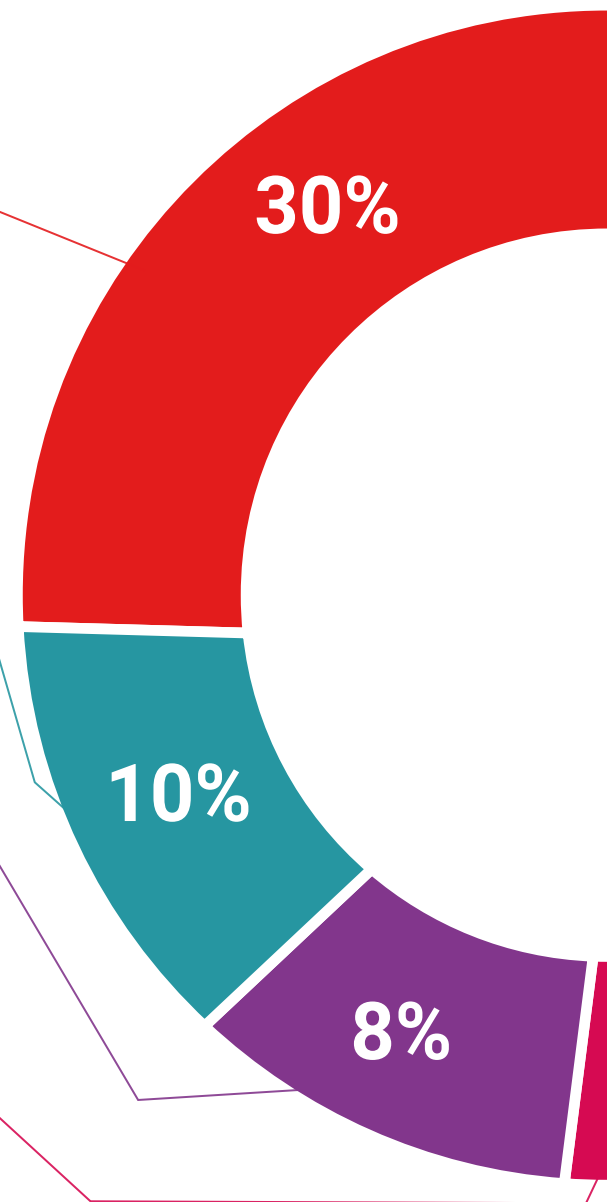
### Practising Skills and Abilities

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



### 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

They will complete a selection of the best case studies in the field used at Harvard. Cases that are presented, analyzed, and supervised by the best senior management 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 multimedia content presentation training Exclusive system 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 your goals.



06

# Certificate

The Postgraduate Certificate in Website Marketing 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 Postgraduate Certificate without having to travel or fill out laborious paperwork"*

This **Postgraduate Certificate in Website Marketing** 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 certificate 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 Website Marketing**

Official N° of Hours: **150 h.**



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

future  
health confidence people  
education information tutors  
guarantee accreditation teaching  
institutions technology learning  
community commitment  
personalized service innovation  
knowledge present quality  
development language  
virtual classroom



## Postgraduate Certificate Website Marketing

Course Modality: Online

Duration: 6 weeks

Certificate: TECH Technological University

Official N° of Hours: 150 h.

# Postgraduate Certificate Website Marketing

