### ****Course Curriculum: "Website Creation Basics" for Retirees****

**Course Goal:**  
To provide retirees with basic skills in website creation from scratch using simple tools without programming and introducing web design fundamentals.

**Course Duration:** 36 hours (12 lessons, 3 hours each)  
**Learning Format:** In-person/online  
**Target Audience:**  
Retirees who want to learn the basics of web development for personal or professional purposes.

### ****Module 1: Introduction to Website Creation****

📌 **Theory:**

* What is a website, and why is it needed?
* Types of websites: business card site, blog, online store, information portal
* How the internet and websites work

📌 **Practice:**

* Exploring examples of popular websites
* Registering a Google account (if not already created)

### ****Module 2: Basics of Working with Website Builders****

📌 **Theory:**

* Overview of popular website builders (Wix, Tilda, WordPress, Google Sites)
* Advantages and disadvantages of website builders

📌 **Practice:**

* Registering on Tilda or Wix platform
* Creating the first project

### ****Module 3: Website Structure and Layout****

📌 **Theory:**

* Website components: header, menu, content, footer
* The importance of user-friendly design and structure
* Choosing colors and fonts

📌 **Practice:**

* Creating a website layout using a website builder
* Customizing the header and menu

### ****Module 4: Adding Content****

📌 **Theory:**

* Text, images, and videos – how to select and place them
* Basics of copywriting for websites
* Where to find free images and icons

📌 **Practice:**

* Adding text and images to a website
* Setting up an image gallery

### ****Module 5: Working with Hyperlinks and Navigation****

📌 **Theory:**

* Types of links: internal, external, anchor links
* Best practices for website navigation

📌 **Practice:**

* Adding links to pages and external resources
* Creating buttons with navigation

### ****Module 6: Contact Forms and Contact Information****

📌 **Theory:**

* Importance of adding contact information
* Creating a contact form
* Setting up communication buttons (WhatsApp, Telegram)

📌 **Practice:**

* Adding a contact form
* Setting up contact details and Google Maps integration

### ****Module 7: Basics of SEO (Search Engine Optimization)****

📌 **Theory:**

* What is SEO, and why is it important?
* Main rules for writing titles and descriptions
* Keywords and meta tags

📌 **Practice:**

* Adding SEO titles and descriptions
* Optimizing images for SEO

### ****Module 8: Domain and Hosting****

📌 **Theory:**

* What are domain and hosting?
* How to choose a domain for a website
* Free vs. paid options

📌 **Practice:**

* Selecting a domain name
* Connecting a domain to a website builder

### ****Module 9: Creating a Mobile-Friendly Version of a Website****

📌 **Theory:**

* Importance of mobile adaptation for websites
* How to check how a website looks on a mobile device

📌 **Practice:**

* Setting up a responsive design
* Testing the website on a smartphone

### ****Module 10: Basics of Website Promotion****

📌 **Theory:**

* Using social media for website promotion
* How to share your website with friends
* Introduction to online advertising

📌 **Practice:**

* Creating a social media post with a website link
* Exploring website promotion strategies

### ****Module 11: Website Analytics and Improvement****

📌 **Theory:**

* How to track website visits
* Understanding user behavior
* Improving a website based on analytics data

📌 **Practice:**

* Setting up Google Analytics or Yandex.Metrica
* Analyzing initial website performance

### ****Module 12: Final Project and Website Presentation****

📌 **Theory:**

* Preparing a website for publication
* How to regularly update and maintain a website

📌 **Practice:**

* Presenting a personal website to the group
* Receiving feedback and suggestions

### ****Course Outcomes:****

✅ Retirees will be able to create their own websites using a website builder  
✅ Learn how to structure and design website content  
✅ Understand the basics of SEO and website promotion  
✅ Adapt websites for mobile devices  
✅ Gain basic knowledge about domains and hosting

**This course will help retirees navigate the digital space and create their own websites for hobbies, blogging, or even small businesses!**