



The online expert – course outline

1. **Internet Basics**- How the internet works. Different protocols. Accessing the internet (Wireless, Broadband, Networks, Dial-up). Internet History. Domain Names, File Formats.
2. **Internet Security** - Firewalls, virus protection, "phishing" or identity theft, spam, staying safe online, backing up data. Encryption. Keeping your client's data safe.
3. **Effective use of search services** - Search Engines, Directories, Social Bookmarking, How to fine-tune your searching, online travel databases and resources. Researching for your client - case studies.
4. **Understanding Ecommerce** - Online payments, credit card processing, how to shop online. Security considerations, Encryption.
5. **Browsers and other Software.** Mozilla Firefox and Internet Explorer. Useful and relevant add-ons. Effective browsing. Chat, Skype, FTP and messaging programs.
6. **How Websites work** - Understanding the different kinds of websites. HTML, Flash, Java and AJAX. Client and server side technologies. What's involved in maintaining a website - with examples. Network technologies involved.
7. **Internet Marketing** - Overview of main issues and approaches to online visibility.