



2. WEBSITE OPTIMIZATION

2.2. ARCHITECTURE

Website Hosting Options
Designing a Website
Create a Layout for Your Site

2.3. WEB DESIGN & CONTENT

Mobile First Design
Website Copy
A/B Testing
Blog writing

2.4 OPTIMIZE

UX & UI
Assess UX
Improve UX
Optimize a Website

2.5. MEASURE

Website Metrics
Evaluate a Website
Monitor and Report