



## Global Module 1

### Web Based Global Relations: Creating an online presence that interests a global customer

Going beyond the basics of SEO, website optimization, domain names and rankings, this lesson will help students understand the ways in which a website becomes a platform for reaching customers around the globe.

The lesson will identify ways to create a globally recognized brand, establish domains and rankings in other countries, best practices for translating elements of websites, culturally relevant customer service and payment strategies.

#### Recommended Classes/Course Work:

- Intermediate Web Design
- Intercultural Communication
- Virtual Office Professional- Administrative
- International Business

