

# 08. Develop and build

- 01. Corporate solutions
  - 01. Europa Web Publishing Platform
  - 02. Europa Webtools and third-party tools
  - 03. Europa Search
  - 04. Europa Analytics
  - 05. Europa video player
  - 06. EUSurvey
  - 07. Web streaming
- 02. Technical standards
  - 01. Browser support
  - 02. File formats
  - 03. Management and transfer tools
    - 01. Access to servers from outside the European Commission
    - 02. Staging Manager
  - 04. Secure connection to the Commission websites
  - 05. Code and Documentation storage
- 03. Search Engine Optimisation
  - 01. SEO overview
  - 02. How to optimise your content
  - 03. Migrating a website with minimal ranking loss
  - 04. Optimising files like PDF, PPT, DOC and XLS
  - 05. Linking strategy
    - 01. Linking overview
    - 02. Backlinks
    - 03. Iframes
    - 04. Linking to specific EU sites
  - 06. Search Engine Marketing or Paid Search