

Introduction to Website design and Internet Marketing

A practical guide to websites, search engine optimisation and how to make the Internet work for your business.

Who is the course for?

This course is for people who want to learn how to make their website bring in business by getting it to the top of Google.

All courses are aimed at non-technical people with only a basic knowledge of PCs and using the Internet – if you have used Microsoft Word and are comfortable clicking your way around websites, then you already know enough to attend.

What will the course cover?

At the end of the day, you will have a working website and the knowledge you require to both update it and optimise it to get to the top of the search engines. We will also show you some great (and FREE) tools that will help you to keep track of your position on the search engines and find out new ways to optimise your site.

How should you prepare for the course?

You should come prepared with an idea of what your potential client might type into Google when they are searching for you. We can then help you work out how to get to the top of Google – it will also help to know who your competitors are so we can assess how well they are doing!

Module 1: Introduction to websites and how the search engines work

You will learn some background information about the Internet and how it could help your business. We will then look at how the search engines decide who to put at the top and how to work out the best way to get your site there. This will involve looking at keywords and how to choose the best ones for your business. Finally we will build your test website which you will use in the next two practical sessions.

Topics covered

1. What is Internet marketing and why is it relevant to your business
2. Search engines are replacing traditional ways of finding out information such as Yellow Pages – why is this happening and how does it affect your business?
3. The search engines can give you a huge amount of information to help you build your business – how do you get and interpret it?
4. Your competitors' websites can give you helpful information – how do you read and interpret this information?
5. Most businesses can get to the top of the search engines - what are the main steps you need to take to get to achieve this and how much does it cost?
6. Set up your own website – you will set up your own website which you will then use in the next two modules

Module 2: Updating your own website

You will learn how to use our user-friendly tool to update your website live on the Internet – you will set up pages, add images, create links and much more.

Topics covered

How to:

1. Edit text on a page
2. Insert an image
3. Add a link to another page on your website or an external site (hyper-text link)
4. Create an online form (e.g. enquiry form)
5. Add a visitor poll

Module 3: Choosing your keywords and optimising your site

The last module will cover how to choose keywords for your business, then how to optimise your site so the search engines will like it. Then we will show you how to set up links to your site to help boost its position further. Finally we will show you how to use some great FREE tools that will help you track the progress of your site up the search engines and find out more about visitors to your site such as where they came from and what keywords they typed into Google.

Topics covered

How to:

1. Research keywords
 - a. check out your competitors
 - b. find the most frequently used
 - c. estimate how easy to get to the top of Google
2. Build a web page optimised for your keywords
3. Set up links to your site to help boost your position on Google
4. Use Google Analytics to identify new keywords.

Cost

The cost of the course is £195+VAT – and free to [the internet marketing company](#) clients.

Booking and enquiries

To book your place on the next course, please, book online at www.elyonlinebusinessdirectory.org.uk

To find out more about the course and any other enquiries about websites or Internet marketing, please contact us:

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