

WEB MARKETING



How to Get a Website that Works for Your Business

Is your website a benefit or a liability? This session can help you to understand how the website will serve your business or organisation. This is about how to get the best return on your investment of resources. Delivered in a straightforward way, using non-technical language, this session is full of insights and real-world observations, practical techniques and actionable strategies.

Format – what type of course?

This is a taster session customised specifically for the British Marine Federation members. A practical seminar for small and medium sized companies or organisations who:

- . Have an existing Web site that is not performing to their expectations **OR**
- . Are planning to develop and implement a website.

This session is delivered as an interactive seminar; there will be lots of opportunities to discuss, question and share experiences as well as some practical activities.

The context will focus on the marine industry with examples sourced from suitable businesses and situations including one of our past client projects.

Who should attend?

- . Business owners
- . Business marketing managers or those with responsibility for marketing or sales and wish to improve their focus on internet marketing
- . Individuals responsible for the development and/or management of a web site within a business or organisation.

Course Objectives – what will you get out of the course

The delegates will:

- . Gain insights into what goes wrong with websites and be able to take simple actions to improve the one they already have.
- . Have clear expectations of how the internet can help their business and set objectives for their website
- . Understand who the website is for and focus on customer needs
- . Use keywords and content to target search engines and customers.
- . Identify your competitors' online strategies
- . Realise the importance of a website design brief and project management requirements involved
- . Understand the importance of ongoing updating and review
- . Be aware of legal issues that relate directly to their business website (including data protection, privacy and accessibility, distance selling regulations and the cap code, intellectual property and passing off issues).
- . Begin the process of promotion with search engines and gain an awareness of other online strategies.

Prerequisites – what skills or experience should you already possess

It is not assumed that the delegates have any prior knowledge of website development or internet marketing, but will have used the internet and be familiar with their company's function.

Course Outline:

- . Welcome.
- . What is wrong with most websites, how can knowing this help you to improve yours?
- . Setting realistic objectives for your website.
- . Who is the website for, what do your customers want?
- . Keywords: which ones to choose? Where do they go?
- . Looking at what is your competition up to.
- . Communicate with your web developer - developing a website design brief
- . Project managing the web development process: the buck always stops with you
- . Legal issues and your website - what you need to be aware of
- . Promotion – search engines and an overview of other online strategies

Contact Liv Whetmore on 01784 223631 or email: lwhetmore@britishmarine.co.uk for more information and future dates for this course.