

## Business Website Design, Creation and Maintenance Course

*“Giving you the freedom and power to easily create and maintain your own website”*

### Create and Maintain Your Own Website

Don't be left behind:

- Take advantage of an affordable way to create, maintain and have your own website hosted to promote your own business or other interests.
- Learn while you create and maintain your own website while we train and give you guidance. If you know how to browse the Internet, you can easily do this.
- Graduate from our course with your own website already live, and with yourself capable and in charge of maintaining it.
- Control your own website at any time and at any place in the world where you have access to an Internet connection. When you get an idea in the middle of the night, log onto the Internet and update your own website immediately, your customers will not have to wait!
- Experience your own website taking shape with your own content and under your direct inputs. The four-day training program spans four weeks where we will guide you for one day each week to get you up to speed.
- Concentrate on the web content more than on the inner workings of the website itself. We use software that makes it as easy to create a website, as it is to use a computer word processor.
- Our guidance will provide you with:
  - training on how to write content for the web,
  - instructions on how to build many pages of valuable content,
  - hints on how to make your website easy to use, and
  - tips on how to get more business through your website.



### Who Should Attend?

Small business owners, charities, non-profit organisations, hobbyists and all others who have an interest in being in immediate control of creating and updating their own website content without having to constantly ask help from, or pay others.



### Instruction Style

The instruction style is hands-on, computer-based, instructor-led, classroom training with experienced trainers. Class size is restricted to a maximum of 12 persons to maintain quality.

The whole purpose of education  
is to turn mirrors into windows.  
~Sydney J. Harris

## Attendance Prerequisites

Candidates **must have** basic computer skills including the ability to browse the web and use a word processor. If this is absent, additional days of training will be required.

Candidates **should have** a registered website domain name, and access to a computer with a web browser and a broadband Internet connection in order to get maximum advantage of the training.

Candidates will **sign up** to a web-hosting contract with our website content manager system partner. They currently host their websites in the USA resulting in increased website speeds and reliability while at the same time keeping hosting costs affordable. Call us for details (see 'Bookings' below).

## Program Content (Four days of training)

### Build your Website

- your 'home' page
- your 'about us' page
- your contact us page
- your 'product and/or service offering' pages
- your 'enquiries' page
- Learn how to add links, pictures, tables, change font size and colour, and other useful design and formatting skills.

### Write Winning Content for Your Website.

Writing for the web is not the same as writing for a business brochure, or any other paper document writing style. Learn important **non-technical** lessons in writing your web content.

Aspects such:

- Writing techniques
- Layout
- Legality
- Difference between paper based and online
- Working with a designer
- Common mistakes that are made will be discussed.

First attract them then keep them coming back to your website. Share great business ideas with the trainers and other class participants.

Create up to 3 newsletters of your business.



### Bookings

Please call us on **012 664 2000** to discuss details of the '**SA Career Focus Business Website Design, Creation and Maintenance**' course or to request an enrolment form. Alternatively send an email enquiry to [training@sacareerfocus.co.za](mailto:training@sacareerfocus.co.za)

Cost to attend this informative and exciting training will be minimal considering the benefits that you will gain.

The training costs include:

- 12 months hosting with our website partner for the first year.
- A credit card size advert and link on the **SA Career Focus** website for the duration of your hosting subscription.
- Initial setup costs excluding the cost for domain registration and ASL line rental.
- 4 hours of art work for graphics for your web site
- 4 days of training