

Coastal Opportunities Gateway Business Training

Course Outline:

“You Have A Website... What’s Next” - How To Look After It & How To Attract Visitors To It

2 hours

Part One:

How To Look After Your Website

- Personal Online Security Basics
- Website Security Basics

Part Two:

How To Attract Visitors To Your Website

- How To Know How People Find Your Website Now
- How To Decide The Best Words To Use To Describe Your Business, Products & Services
- How To Use Your ‘KeyWords’ On Your Website, (& Everything Else)
- How To Attract Local Website Visitors

Part Three:

Next Steps

- Directories & Reviews - Claim Your Listings & Update Your Listings
- Tips On How To Find The Right Help

Course Outline:

Having a website for your business is just the start! It is your business ‘home’ and a major asset for your business. Just like your own home, there is maintenance to be done to keep it looking nice, working properly and making it safe & secure.

And of course none of this work is of any use if none of your potential customers can find your website...

This 2-hour overview course will help you develop website confidence.

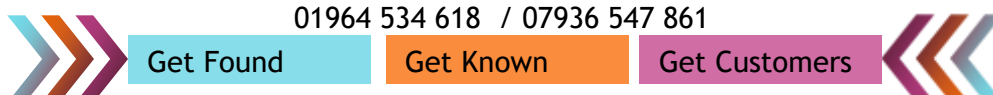
Either... the confidence to know what new skills you need to learn to do this work yourself.

Or ... the confidence to know what you are talking about when finding someone to do it for you.

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Get Found

Get Known

Get Customers