

Website Planning

Website Planning is a practical workshop that describes the main concepts you need to understand before you design and build a website yourself or contact a professional developer.

This workshop is designed for small business operators who do not have a website, or those who have one but want to better understand how it works.

This workshop covers:

- the type of website that will best meet your business needs
- an overview of domain names, web hosting, booking and shopping systems
- the main options for website development
 - hiring professional developers
 - using templates to build your own
 - using web builder wizards
- developing a site map
- writing for the web
- creating images and graphics
- managing SEO (search engine optimisation)
- monitoring website performance

In addition to a practical workbook, you'll also receive a Build a Website booklet that you can use as the foundation of your new website.

Practical examples and directions of where to source online tools are provided throughout the workshop. You'll also be able to ask questions.

Booking information

Cost

\$50 per person

Book online at smallbusiness.wa.gov.au

Catering

There will be a break approximately halfway through the workshop when you can enjoy complimentary tea, coffee and biscuits.

What to bring

Enthusiasm, a determination to make your business a success, and a pen and notepad. We'll provide a detailed workbook and a great presenter. You don't need to bring a laptop or tablet with you. However, if you choose to bring a device please note that wifi is not available.

Length of workshop

This workshop runs for three hours.

Reminder

We will send a reminder email 48 hours before the workshop.

Where to find us

Public transport

We are just above Perth underground train station.

Disabled access

Our building has full lift access, accessible toilet facilities and desks to accommodate wheelchair users. If you have any particular needs please let us know.

Any questions?

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