

Effective Website Development for Small Business & Sole Traders

LECTURER	Leo Martyn
DURATION	3 consecutive days: 10am – 4pm
FEE	\$792
VENUE	Billy Blue College of Design, 46-52 Mountain Street, Ultimo, NSW 2007
WEBSITE	www.billyblue.edu.au
COURSE OUTLINE	<p>This course seeks to take learners to the heart of creating a standard information website in Joomla and Wordpress which are the most popular and widely used Content Management System (CMS) platforms on the web today.</p> <p>In learning the processes necessary to install, configure and add pages and content to a CMS, this course will also explore many core topics related to having a contemporary online presence.</p> <p>Learners are encouraged to bring along business strategies and intended creative direction for their online presence to work with the lecturer individually and as part of the training group to best hone the skills required to begin to realise their ideals.</p>
WHO SHOULD ATTEND	Anyone who wishes to be able to create a foundational web presence to support their business or personal online ideals.
PREREQUISITES	<ul style="list-style-type: none">• Reasonable computer and internet skills on either PC or Mac and please bring your own laptop.• Beneficial will be a working understanding of contemporary internet terminology, tools and techniques and your own creative goals for your online presence.
WHAT TO BRING	USB, pen and notepad.
COURSE OUTCOMES:	<ul style="list-style-type: none">• Make a simple and responsive CMS website with content, menus, theme, images and basic extensions• Understand the necessary services and steps for setting up a hosted online presence• Understand your online presence in the greater context of the internet• Recognise tools and approaches to expand your online presence and reach your target audience• Develop and begin to deploy an integrative marketing strategy
LECTURER'S BIOGRAPHY	Leo Martyn is a Sydney-based digital artist and freelance web designer. Leo has been a lecturer and curriculum developer in digital media at Billy Blue for 5 years and has worked in 3D and visual effects now for two decades.

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COURSE CONTENT

Session 1: Foundations of CMS Platforms

- Managing content online
- The anatomy of CMS platforms
- Core tools and terminology
- Defining, presenting and optimising your online goals and strategy
- Resolving domain and hosting challenges
- CMS installation and configuration
- Getting around Joomla and Wordpress
- Fitting your concept into CMS

Session 2: Content, Strategies & Enhancement

- Adding your first menus and content
- Exploring static and dynamic strategies
- Working with images and links
- Templates, themes and customisation
- Enhancing with Components, Modules, Plugins and Widgets
- Looking at advanced text editors with basic HTML and CSS
- Embedding media

Session 3: Your Site and Integration

- Third party solutions including simple ecommerce and forms
- Embedding social media
- Introduction to SEO
- The responsive web
- Running an email campaign with Mailchimp
- Progress review and reflection
- Bringing it all together
- Integrating marketing solutions
- Critique, review and troubleshooting
- Future development and review discussion. At the end of course you will have built at least one complete HTML email.

CONTACT

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