



**WESTERN SYDNEY**  
BUSINESS CENTRE

# WORKSHOP

## DEVELOP A

# WEBSITE BRIEF

### Workshop Details

#### Date

Friday 9<sup>th</sup> June 2017

#### Time

10:00am-12:00pm (2 hours)

#### Venue

##### **PENRITH**

Western Sydney Business Centre  
Training Room  
Suite 1, Level 1, 111 Henry Street  
Penrith NSW 2750

#### Cost

\$49 per person

Payment is required to be made in full in advance. Booking will only be confirmed once payment is received.

#### Bookings

Please phone our head office on  
02 4721 5011

You will be required to provide your Credit Card details.

### Workshop Overview

Have you started a new business and need an online presence? Do you have a website that simply doesn't work, or it's time to upgrade? Whether taking the do it yourself (DIY) route or hiring a web developer you need to consider what your new website requires, or you will most likely end up with a site that doesn't work.

In this session we will work through the key considerations required in developing a website, from what the purpose is of your site, what look and feel the site should have, domain name, hosting, platform, what is SEO, identifying what you like, and covering basic terminology so you can confidently talk to web designers and hosting companies.

### Workshop Presenter

**JANE TWEEDY**



Jane Tweedy is a small business advisor, consultant and trainer. Jane is passionate about helping small businesses succeed and has an interactive style, ensuring all participants receive great value from their investment. Jane works for Western Sydney Business Centre as a small business advisor, and provides training as part of her new business, FAQ Business Training.

Jane has a broad background in corporate, volunteering and small business. This provides for a unique perspective at a strategic and detail level. Jane is a lifelong learner and you will benefit from her wealth of applied knowledge and experience.

# BusinessConnect