



# just enterprise

## **Just Enterprise : Business Development Workshops : Introduction to Web Design : Kilmarnock**

This foundation-level course is designed to introduce web design at a high level. Non-technical, we take you through the basics and highlight the “must haves” together with the pitfalls to avoid.

**Who should Attend?** This half day workshop is aimed at non-technical people who have an influence over their organisation’s website content and/or update it as part of their daily duties. It will be of particular interest to those who are considering or about to embark upon a website re-design. The course does not cover technical issues such as cascading style sheets, forms or authorising tools.

**Key Learning** Delivered in a friendly, non-technical and informal style, the workshop explores the following key areas:

- What are the aims of a website?
- What people see when they visit
- What makes a good web design?
- Why use search engine optimisation (SEO) and how to find keywords people search on
- What is content marketing and why do you need it?
- Wireframes – Free tools to assist in design
- How to run a usability study
- How to measure the performance of your website

**When & Where** Thursday 7<sup>th</sup> September 2017 (9.30am to 1.00pm) – The Drawing Room, WG13, 13 West George Street, Kilmarnock, KA1 1DH

**Cost** Free of charge for members/staff of third sector organisations

**How to Book** Click [here](#) to complete the on-line registration form. Places are limited and are offered on a first come, first served basis so please book early to guarantee your place.