

PART 4. Website Online Experience – Promotional Content to convert traffic

- ➔ how to write content for the web using the 'reverse logic' model
 - ➔ how to use online photos and videos to increase trust in products and services
- Group activity: review website content and give feedback*

PART 5. Website Online Experience – Social Content to drive traffic

- ➔ how to research what your audience is interested in using simple SEO techniques
 - ➔ how to structure your blog and Q&A sections to increase the number of visitors
- Group activity: discuss potential topics and ideas for your blog or Q&A sections*

PART 6. Open Q&A and Your 'Website Experience Action Plan':

- ➔ how to prioritise activities and complete your preparation action plan
- ➔ how to access additional support and keep track of your progress

Workshop Learning Outcomes:

- Reviewing your existing website user experience, removing elements getting in the way of a positive online experience and adding elements likely to convert visitors into enquirers
- Using examples of website design and user experience best practices to plan and implement modifications to the design and content of your website
- Compiling a 3-month 'Website Experience Action Plan' with clear deadlines and review dates
- Creating regular media rich blog posts to drive traffic and encourage long website visits
- Using simple SEO techniques to make the website more appealing and relevant
- To introduce more impactful photos and more engaging videos to become a trusted brand