

## How to build your own website

*with Caroline Moore*

*Wednesday 22<sup>nd</sup> February, TBC*

### **Introduction**

Nearly all companies, including ELT course providers, have websites. Many if not most are dissatisfied with them. This hands-on workshop will take participants behind the scenes and show them how to create and manage websites using a widely used open source tool “WordPress”. At the end of the day, participants will have created a new website, and, in doing so will have learned how to work with developers and design agencies to create effective user experiences and integrate social media. They will understand the importance of issues such as search engine optimisation and the people side of website management.

### **Session outline**

1. Mapping and designing customer journeys.
2. Hands-on session building a website using WordPress.
3. How to get the best out of developers and web design agencies.
4. Introduction to Search Engine Optimisation and Google Analytics.
5. Integrating Facebook, Linked-In and Twitter to your website.
6. The people side, skills and sustainability.

#### **Timetable**

Registration	10.00
Start Time	10.30
Approximate End Time	16.30/17.00
<i>Lunch and refreshments provided</i>	

### **Outcomes**

Participants will have had the experience of creating a new website from scratch which they can develop further, or use to inform the development or redevelopment of other websites. They will understand how to work with website professionals, including developers and web design agencies, and will have an understanding of the tools that they can use to enhance their websites and customer experience.

## *Trainer profile*



Caroline is Director of Constellata Limited, and advises educational bodies and publishers on digital language learning–related issues. Caroline has worked in ELT and ICT for much of the past 20 years. She founded the British Council’s LearnEnglish and teaching English websites, and led its IT strategy for ELT from 2003 to 2010. She was coordinator of the IATEFL Learning Technologies SIG from 1990 to 1992, and has trained teachers in using ICT in over ten countries. She has an MA in Second Language Learning and Teaching, and an MBA with Distinction from Cass Business School.

## **Contact:**

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