

WEA Course information sheet 2020-21



Adult Learning
Within Reach

Course title: Promote Your Website: Digital Marketing for Small Business and Voluntary Organisations		Course ID: C2526342
Start date: 15/02/2021	End date: 26/04/2021	Day(s)/time(s): Mon 15:30
Number of sessions: 10	Hours per session: 2	Tutor Hannah Bullimore
Additional hours:	Online Learning Hours: 0	
Specific funder/partner requirements:		
Awarding body (if any): Title of qualification to be gained:		Level: Level 1
Fee: £64.00 or Free if you are in receipt of an income related benefit (only SFA funded) Accreditation Fee (if applicable):		
Venue: Online Learning, Online, ZZ99 9ZZ		
<p>Theme(s): The WEA has four themes it uses for planning its provision. Employability – helping students to get a job or to make progress in their employment Health and Wellbeing – making a positive contribution to their own or others health and wellbeing Community Engagement – encouraging students to be positively involved in their communities Culture – learning about diverse cultures, identities and environments</p> <p>The Theme(s) used in planning your course is/ are:</p> <ol style="list-style-type: none"> Culture Education Employability 		

Course Aim

So you have a website...now what? Discover how to keep your website up to date and utilise SEO to appear in Google searches. This course will help you to professionalise your website and build a schedule for uploading new content.

Course Description

This course will focus on the running and updating of a website to make it user friendly and search engine optimised. You will already have a website - although this doesn't need to be published. We will look at the types of content you might like to add to your website, how to write content that is SEO friendly and how to create a schedule for uploading new content and updating your website that works best for you and your schedule.

This course is suitable for all website platforms (such as Wix) as it will look at tools such as digital marketing, social media and blogs that are universal. We will also look at PayPal and stripe to help you decide which payment system is best for your business. Whether you have a business, work as a freelancer or sole trader, or have a hobby you want to share with the world an SEO friendly website can help you to have your voice heard!

Do I need any particular skills or experience?

What will I achieve?

By the end of the course I will be able to:

1. Understand what SEO is for and how to use it to make your website more appealing.
2. Understand the importance of a regular upload schedule and how to create one.
3. Incorporate social media, videos and payment systems to make a more professional, seamless website.

What teaching methods will be used and will there be work outside of the class?

- The WEA's digital learning platform, Canvas will be used to provide resources or to support lessons, enable assessment, provide learner feedback and for other activities for individuals away from the course. If you want to understand more about our digital learning platform please visit: <http://bit.ly/WEAonline>
- The WEA tutor will use a range of different teaching and learning methods and encourage you and the group to be actively involved in your learning

What kind of feedback can I expect from the tutor?

- A range of informal activities will be used by the tutor to see what you are learning which may include quizzes, question and answer, small projects and discussion
- You will have opportunities to discuss your progress with your tutor
- You will be encouraged to share your work with the group and discuss your learning
- You will be encouraged to consider other students work and give your opinions and suggestions

What else do I need to know? Is there anything I need to bring?

- What you need: You will need an internet connection, speakers, a microphone and a webcam so that you can use our video learning platform, Zoom. If you'd like to understand more Zoom please visit: <http://bit.ly/ZoomSpec>
- You will also need access to the internet outside of your sessions. You could do this using a smart phone, tablet, laptop or a desktop computer (at home or through a library etc.).
- You will need a personal email address to join the WEA's digital learning platform, Canvas so that you can receive resources, record your progress and achievement and to work with others and share ideas. If you want to understand more about our digital learning platform please visit: <http://bit.ly/WEAonline>
- This course is best done on a laptop or desktop computer, rather than a tablet or smartphone.

Pre-course work, reading and information sources

- No pre reading or pre course work is required

Possible next steps after this course (including career opportunities if appropriate)

- Progress to another WEA course
- Progress to a course with another provider

Learning with the WEA

WEA courses increasingly make use of the rich variety of educational tools and material available on the internet and from digital devices. The WEA's digital learning platform, Canvas will play an increasing role in all WEA courses to provide resources or support, or to conduct lessons, enable

assessment, provide learner feedback and for other activities for individuals away from the course. It is helpful, although not essential if you have access to a computer or smartphone to support your course.

You can read about your entitlements and responsibilities as a WEA student in our leaflet, Student Handbook here <http://www.wea.org.uk/learn-wea/student-support> This includes information on fees, learning support and financial support. As part of your course you accept our Learning Agreement and Privacy Notice. Full details of the Learning Agreement and privacy notice can be found on our website at <http://www.wea.org.uk/policies>. This applies to all courses you take in this academic year.

You can enrol online for most courses <http://www.wea.org.uk/learn-wea/course-search> or contact: WEA Support Services, Suite 10B Joseph's Well, Hanover Way, Leeds, West Yorkshire, LS3 1AB Tel: 0300 303 3464 Email: courseenquiries@wea.org.uk



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