

do you want a website  
that you can update?

website academy  
design // train // manage

## what is the website academy?

**The Website Academy was born out of a recognised need for supporting SME businesses with their website and online marketing requirements.**

Many businesses are aware of the opportunities available from internet marketing, but cannot justify the budget of a digital agency providing a turnkey solution.

This is where the Website Academy helps, by offering a unique training process putting you in control of your digital marketing and website.

**When attending the Website Academy, you will take part in a training process that results in the launch of your bespoke, high quality, business focussed website.**

In addition to this you gain full control over your website by being able to manage it in the following ways;

- 1 Add new pages.
- 2 Edit text, add links and manage the site navigation.
- 3 Edit, place and position images.
- 4 Manage key search engine coding.

## why attend the academy?

## the academy's unique process

- 1 All design, creative and business objective aspects of your projects are established through a consultancy process.
- 2 A unique website design is then created.
- 3 Bespoke templates are coded using these designs.
- 4 Prior to the training day, you are provided with a preparation work-through document, advising how best to put together page content and select photography.
- 5 You then attend a training day where we work on your website project, teaching you how to build your site with the aid of an easy to use content management system.
- 6 You leave the day with the ability to add, edit, amend and remove pages plus manage and edit images.



*The website academy is an excellent training program that was tailored to meet the needs of my business and providing me with the capability to develop my site as CMS grows.*

Matthew Cuzick // CMS Ltd. MD // [www.cmsltd.biz](http://www.cmsltd.biz)

## the results

## find out more

Website Academy  
Basepoint Business Centre  
Crab Apple Way  
Evesham, WR11 1GP

- t 01386 764 747
- e [training@websiteacademy.co.uk](mailto:training@websiteacademy.co.uk)
- w [www.websiteacademy.co.uk](http://www.websiteacademy.co.uk)