

Course Title	How to Start an Online Business
Instructor	David Partis (Web Design Training Limited)
Duration	9:00am to 5:00pm

Course Description

On completion of this course, students should be able to demonstrate an understanding of the following:

- Learn about the differences between traditional commerce and e-commerce
- Learn how to choose a product or service to sell online
- Understand the competitive landscape and how to conduct market research
- Find out what skills you have and what skills you will need
- Understand what keywords are and why they are so important
- Choose an effective domain name for your business, both the business name and a keyword friendly domain name
- Learn the key terms about website development and how to select a website template or web designer for your website project
- Learn about e-Commerce and we run through steps how to establish an online shop using WordPress and PayPal
- Understand freight and shipping with respect to online shopping
- Learn how to monitor and measure your online business with Google web tools

Prerequisites

There are no hard and fast pre-requisites for this course, however a basic understanding of computers and in general Microsoft applications and the use of navigation menus and toolbars is recommended. Experience with an internet browser would also be of benefit.

Target Audience & Course Brief

The course is designed to appeal to people who are contemplating starting an online business from home. Additional courses of interest are *How to be Found on the Internet* which is recommended but not compulsory as a pre-requisite.

This course covers the key aspects to how to go about starting an online business from scratch. It covers the market research piece and aspects associated with building a website from how to choose your domain names and vendor to assist you with the website.

We then move to introducing e-Commerce and cover the key aspects of how to sell online electronically and then how to monitor the success of your online business using Google tracking and webmaster tools.

Course Module Overview

Module 1 – Why an Internet Business

We start off by comparing the key differences between conventional sales models and selling via the internet and discuss the advantages of establishing an online business compared with a conventional 'bricks & mortar' style business.

We cover the basics of what keywords and key-phrases are and why these are so important to understand before you get started.

Module 2 – Getting Started & Planning

In this module we cover the key skills that you will need to successfully start your online business and how to write a basic business plan to launch your business.

We delve in to market and competitive research to ascertain your product or service strengths and weaknesses before you go any further.

We will then discuss domain names and their selection and how to go about sourcing a domain name and hosting for your e-Commerce website.

Module 3 – Building Your Website

To sell any product or service online you will need a website. There are two main choices to how to go about this; either engage a web-developer to handle this for you or build your own website.

We cover the advantages and disadvantages of either option or how to set about embarking on both of these roads.

We will also cover a number of logistical areas you would need to prepare before you venture online such as considering GST, freight, weight of your items, packaging options and stock management and what e-Commerce platform to use to handle the finances.

Module 4 – Search Engine Marketing & Monitoring

In this module we discuss two important internet marketing terms called SEO (Search Engine Optimisation) and SEM (Search Engine Marketing) which both involves the careful selection of keywords and key-phrases to market your business online.

We talk about the differences between marketing and advertising and how to set up Google Analytics and Google Dashboard to monitor the effectiveness of your website.