

# Ebusiness consultant training and accreditation

## A professional development opportunity

– be accredited and provide independent, best-practice ebusiness advice

### Why

- ❑ How many of your clients have websites?
- ❑ Is their website important to their business?
- ❑ Are you confident giving them website advice?

You may be like many business advisers and feel you don't know enough to give ebusiness advice to clients. That means clients have to rely on their Web developer for advice. But a Web developer is not a business adviser with your level of experience, doesn't know your client's business nor is independent like you.

This ebusiness training course plugs the gap in the provision of independent, best-practice, business-oriented advice to organisations about their use of the Web.



### What

Undertake the four-day training course and gain the right knowledge, skills and resources to advise your clients about using the Internet as a business tool.

It's not about designing or developing websites, but about showing businesses how to get the most out of their websites and the Internet.

Accredited ebusiness consultants will be able to help their clients by:

- ✓ conducting audits and reviews of websites and their use of the Web
- ✓ developing online action plans
- ✓ researching and writing website briefs for tendering purposes
- ✓ advising on the right Web developer
- ✓ improving Google ranking and developing online marketing plans
- ✓ referring them to best-practice resources.

### Who

The ebusiness consultant training and accreditation is for business advisers and anyone who wants to advise clients about their use of the Internet as a business tool.

The course is for business advisers, business owners and managers, communications and marketing consultants, Web professionals, Web editors and writers and in-house Web advisers.

### The benefits

#### Benefits to business advisers

- ✓ gain revenue from ebusiness consulting
- ✓ improve the quality of your ebusiness advice, reports and recommendations
- ✓ don't get left behind with obsolete skills in a world increasingly reliant on the Web
- ✓ learn transferable new skills and knowledge
- ✓ fulfil your professional duty to provide relevant ebusiness advice to your clients
- ✓ differentiate your services by offering an accredited ebusiness service
- ✓ attract new businesses by offering a unique advisory service and cross-sell other services
- ✓ fast-track into ebusiness consulting with proven, best-practice methods, resources and tools.

#### Benefits to your clients

As a result of receiving best-practice, up-to-date and independent advice about their use of the Web, your clients are likely to:

- ✓ enjoy increased revenue – eg directly from increased online sales
- ✓ reduce costs – eg reduce phone calls by putting the information on the Web, use of Skype
- ✓ avoid time-consuming, costly mistakes – eg selecting the wrong Web developer
- ✓ be better placed to compete in the online market place and against new competitors – eg eBay
- ✓ be more proactive and less reactive to shifting trends in consumer buying patterns and in people's use of the Web – eg opportunities and threats from the iPad.

#### Testimonial

*"Having worked with Steven Smith over a number of years, I have always been impressed by his insight into website strategy and his passion for devising solid, repeatable, strategic processes and measurement systems for developing and maintaining compelling websites for organisations. Website Criteria is the manifestation of this passion and vision and I highly commend it."*

**Bruce Linn: Principal, Bruce Linn & Assoc, former CEO of Finlaysons Lawyers and former Executive Director of EDS Australia.**



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## The course

The course covers the core ebusiness consulting skills and knowledge expected of an ebusiness adviser.

Over the four days, participants will listen to presentations, undertake hands-on exercises, debate issues, review a client's website, write draft reports and learn how to benchmark websites.

### About ebusiness

1. defining ebusiness and understanding the website life cycle, opportunities and threats for businesses
2. Web terms and trends and what you should know – what's hot, what will be hot

### Auditing a client's ebusiness

3. auditing a client's website and use of the Web
4. benchmarking a website and reporting on where and how to improve it

### Ebusiness planning and development

5. researching and developing a client's ebusiness plan – aims, audiences, promotion, budget and resources
6. researching and writing a website brief and helping clients select a Web developer

### Ebusiness sustainability

7. improving Google ranking and online promotion
8. Web 2.0 – eg blogs, forums, Facebook, Twitter

### Managing your ebusiness consultancy service

9. promoting your consultancy services and accreditation
10. resources, professional development and our support.

## Supporting you

Accredited consultants enjoy on-going support:

- Access to templates, sample documents and Website Criteria's research and intellectual property
- Website benchmarking reports at a discount
- On-going professional development seminars and support
- Listing in the ebusiness directory on WebsiteCriteria.com

## The deal

Core 4-day training: **\$3,950 inc gst**  
Support: **\$66 inc gst / mth**

There is a discount of 10% for the second, third etc. bookings from the same organisation.

## Course dates

The next four-day course in Adelaide is

**August 18, 19 20 & 23**

The four days are split across a weekend so you don't miss a whole week from the office – and so your brain has some breathing space!

## Venue

Website Criteria office: 49 King William Road Unley, Adelaide.

## Bookings and enquiries

The booking form is available online at [www.websitecriteria.com](http://www.websitecriteria.com) or phone 0411 243 906 or email [steven@websitecriteria.com](mailto:steven@websitecriteria.com)



## Our credentials

The course is designed and delivered by Steven Smith, one of Australia's leading ebusiness consultants and presenters. His ebusiness guidelines, tools and resources are used by business groups and governments across Australia and internationally. Steven has sixteen years' experience advising on ebusiness and developing best practice ebusiness methods and resources.

- ✓ Steven Smith wrote the Australian Government's ebusiness website [www.e-businessguide.gov.au](http://www.e-businessguide.gov.au)
- ✓ The South Australian Government has mandated Website Criteria's *Website Writing Guide* as the writing guide for Government websites.
- ✓ The [World Health Organization](http://www.who.int) engaged Steven Smith to apply the website redevelopment process and user testing methods to a new website.
- ✓ Steven Smith wrote the book *Living Websites* – understanding the life cycle which has chapters covering much of the theory, approaches, tools and checklists that accredited consultants are trained to use.

Website Criteria is absolutely independent. It has no affiliation with Web-solution providers and is not dependent on government, industry bodies or any other organisation for its funding. We are a fiercely independent developer of best practice guidelines for the Web.

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## Booking form & terms

Venue: 49 King William Road Unley South Australia

### → Step 1: Provide participant's details

Name: \_\_\_\_\_

Position: \_\_\_\_\_

Organisation name: \_\_\_\_\_

Organisation address: \_\_\_\_\_

\_\_\_\_\_

Your telephone: \_\_\_\_\_

Email: \_\_\_\_\_

Details of any special dietary requirements: \_\_\_\_\_

### → Step 2: Organise payment

**The workshop fee is \$3,950 (inc. gst). Payment must be received prior to attending the workshop.**

The fee includes the course materials, welcome tea & coffee, morning and afternoon tea and lunch each day. You need to make your own transport and parking arrangements. There is adequate parking in the streets around our office. Please tick the relevant option.

Option 1 **Pay online via the secure credit card payment facility** at [www.websitecriteria.com/website\\_research/purchase.html](http://www.websitecriteria.com/website_research/purchase.html). A tax invoice is automatically emailed to you on payment.

Option 2 **Pay online via bank transfer.** Once payment has been received in our account we will email a tax invoice to the nominated person.

Account name – Website Criteria Pty Ltd  
BSB – 065 125  
Account number – 10280881

Name and email address for the tax invoice *if different* from the participant:

\_\_\_\_\_

### → Step 3: Submit this form

Scan this form and email it to - [steven@websitecriteria.com](mailto:steven@websitecriteria.com)



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## Booking terms and conditions

- Bookings can be made at any stage prior to the course.
- Workshop numbers are limited to 15 people so we recommend you book early. If a workshop is over-subscribed at the time we receive your booking we will contact you to organise an alternative date.
- Payment must be received in full prior to the workshop.
- The workshop program is correct at the time of publication, but may change without notice.
- If you cancel up to 14 days prior to the workshop your payment will be refunded minus 10% to cover administration costs. If a cancellation is made after that date the workshop fee will not be refunded. Rather than cancel, either send someone else or elect to attend the next workshop.
- All cancellations must be received in writing or by email.
- Website Criteria Pty Ltd will not be held liable for circumstances beyond its control which lead to the cancellation or variation of the workshop. If Website Criteria Pty Ltd needs to cancel course, an alternative date will be arranged.
- Participants are responsible for their own travel and car parking arrangements.