

Design and Maintain an Optimized Website



Member of the Oregon BizCenter Network



Beginning Fall 2011

Small Business Management I: Do-It-Yourself Website

This is a great course for the small business owner or manager who wants to have complete control over his/her own high-quality website.

In this intensive course, you will design and launch your own custom website using the Wordpress system in 16 weeks or less (depending on your experience and on the number of hours each week you are willing to devote to working on your website). You will be able to start with a basic theme which you can customize to your own desires. You will be able to freely edit your site and its contents without any knowledge of web design languages.

Your new website will also be fully optimized to perform well on organic search engine results. You will find out how to generate quality key word combinations and place those combinations on your site so Google, Yahoo and the other search engines rank you well for them.

In addition to designing and launching your website, you will develop an effective plan to market your site on the internet. Students in the course will be creating their own \$3,000 websites for a fraction of the cost.

In addition to the course fee, students should budget \$10 per year for the domain name, about \$6 per month for hosting.

Course structure:

- ◆ Nine 3-hour classes plus open lab.
- ◆ Wordpress is a web based system, so students may work from the computer lab or bring their own laptops.
- ◆ Students work at their own pace and have access to one-on-one or group counseling.

Instructor: Rob Patton, MAT
Instructor/business counselor, Rob Patton, is a specialist in internet marketing and website design. He owns and operates the Portland internet marketing consultancy, Enter The Net.

SBM I: Do-It-Yourself Website

**Saturdays, 9:00-11:50 AM
CCC Harmony Campus**

Class dates:

October 8 & 22
November 5 & 19
December 3 & 17
January 7 & 21
February 4

Optional open lab:

Class days, 1:00-3:50 PM
Counseling: By appointment

Cost: \$595 per business*
(plus hosting & domain fees)
*2nd person from same business may participate free of charge.

Note: The "Blogging for Business with Wordpress" workshop in August is recommended to prepare for this course.

**Call 503-594-0738 or e-mail
bizcenter@clackamas.edu
for more information.**

Note: Veterans qualify for fee reduction! For more information call 503-594-0738.



Small Business Development Center

7736 SE Harmony Road
Milwaukie, OR 97222
503-594-0738

www.BizCenter.org

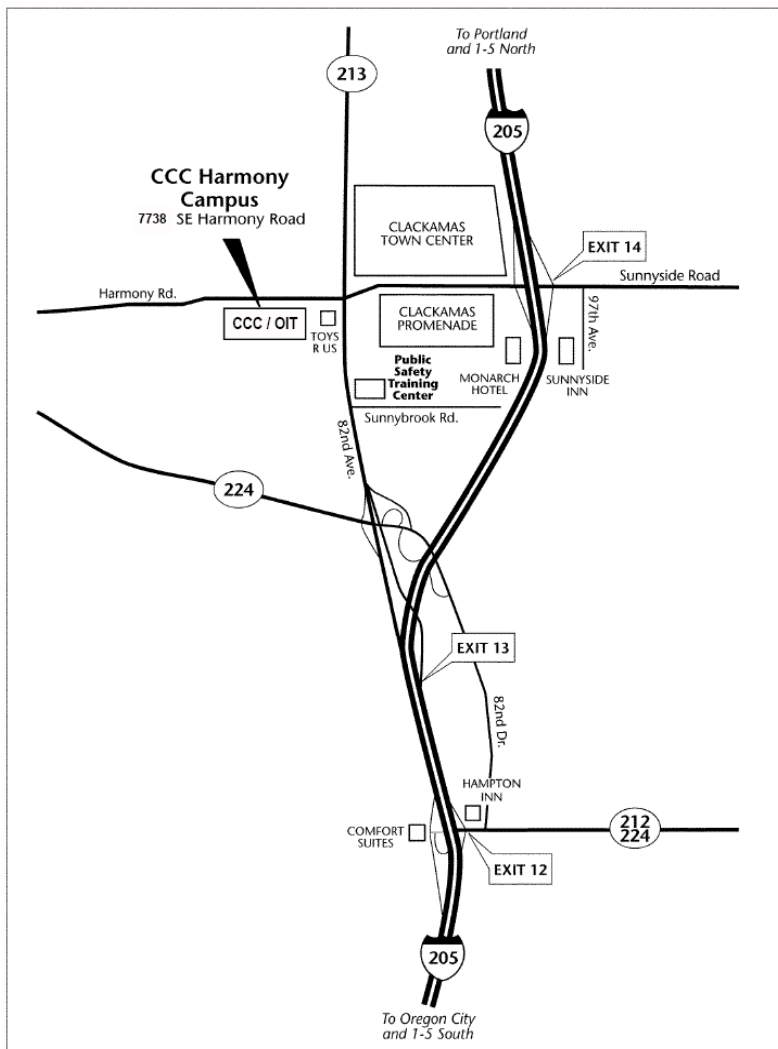




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e-mail: bizcenter@clackamas.edu



SBM I: Do-It-Yourself Website

CCC Harmony Community Campus

7738 SE Harmony Road, Milwaukie 97222

OIT Building, Room 154

Class dates:

Saturdays, 9:00-11:50 AM

- Oct. 8, 2011 Website basics; installing Wordpress
- Oct. 22, 2011 How Wordpress works; adding content
- Nov. 5, 2011 Picking a theme; customizing the theme
- Nov. 19, 2011 Widgets, more editing, comments, settings, media, users
- Dec. 3, 2011 Plug-ins and functionality
- Dec. 17, 2011 Google Analytics
- Jan. 7, 2012 Search engine optimization (SEO)
- Jan. 21, 2012 Recap, SEO2, social media
- Feb. 4, 2012 Wrap-up, review, loose ends

Optional lab:

Class days, 1:00-3:50 PM

One-on-one counseling:

By appointment



Here's what past participants have said about the course and the instructor:

(The stronger features of the program were:) "Rob's energy and communication skills (He's also very patient!)"

"Already recommended it to 5-6 friends!"

"Instructor was organized, very knowledgeable, very responsive to student questions..."

"Rob is an excellent instructor. He is highly knowledgeable and very understandable. And, he keeps your attention 100% of the time."

Note: Free preview of Wordpress software, Saturday, Sept. 17, 9:00 AM.
For more information, call 503-594-0738, or e-mail bizcenter@clackamas.edu.