



## Workshop

20th September, 9.30am - 12.30pm  
1 Granby Street, Leicester

## Increasing your online presence

Websites | Branding | Google | SEO

## Topics to be covered

This workshop is ideal for all businesses from start-ups to those aspiring to grow. We will cover the following critical areas that you need to consider to ensure that your website works for you.

- Types of websites and functionality you need
- Basics of branding, website design and layout
- Getting your message across and being authentic
- SEO and improving performance on Google

This will be an interactive seminar so you can ask questions as we go along. It is ideal for all business owners that want to increase their presence online.

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**LIMITED PLACES!**

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**To Register contact us:  
0844 887 2568\***

**web:** [nbv.co.uk/events/](http://nbv.co.uk/events/)

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Every business no matter how large or small needs a website. Does your website accurately reflect your products or services? Does it generate leads for you or help you sell your products?

If the answer to the questions above is no, then you should attend this workshop.

## Overview

Websites are the most important marketing tool for all businesses. Other forms of marketing should aim to drive traffic to your website. Often when starting a new business, it's hard to understand what you need to consider when commissioning a website. Established businesses often don't have the chance to keep up to date with digital marketing and their websites can look out of date or not have all the functionality they need as their business grows.

*Keynote Speakers:*

*Shamshad Walker and Tim Ryan are both experts in digital marketing and website design. They keep abreast of changes in the industry and will share information with you that is up to date and relevant for marketing your business successfully.*



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