



THANK YOU AND WELCOME TO THE GET UP TO SPEED PROGRAM!

Now that our program is completely online, you can get start the program at any time, and pause and come back to it around your lifestyle. We highly recommend moving through the course lessons in the order below to get the most out of the online program. Despite how tempting it might be to skip ahead to lessons which are more of interest, by progressing through the lessons in a chronological order, you will ensure you are filling any learning gaps you may have.

GETTING THE MOST FROM THE PROGRAM

We highly recommend moving through the course lessons in the order below to get the most out of the online program. Despite how tempting it might be to skip ahead to lessons which are more of interest, by progressing through the lessons in a chronological order, you will ensure you are filling any learning gaps you may have. The program components include:

- x12 PDF lessons – Read these online or download and print them out and work through these at your leisure.
- x12 webinar recordings – Webinars are aimed at being a 'recap' on the topics introduced through the PDF lessons. We suggest you read the lesson, then watch the webinar.
- Facebook group – See below for details on how to join the Facebook group and network & gain support from past participants and current participants of the program.

JOIN THE FACEBOOK STUDY GROUP!

NEED HELP?



LESSON 1: Your Online Toolbox

- Understand the key software and equipment required for running an online business
- Understand what a browser is
- Understand what a search engine is
- Understand the difference between internet speeds including bandwidth, downloads and uploads
- Be aware of key Government websites from where you can get support to run your online business and important security information
- Understand the importance of regular back-ups

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LESSON 2: Analysing your Online Presence

- Be aware of some website diagnostic tools available on the internet
- Understand how to perform various diagnostic tests on your website
- Understand how diagnostics can give you an insight into your website and online business performance
- Have conducted research on known and unknown competitors online
- Be aware of tools available to assist with ongoing competitor research
- Have conducted a basic SWOT of your main online competitors
- Have identified any features/functionality/design aspects of competitors you see benefit in emulating.
- Set your online business objectives
- Have specified your target markets

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LESSON 3: Website Design & Development

- Be aware of the various technologies available to develop a website
- Be aware of what a CMS (content management system) is and why you need one
- Have begun to consider what options may suit you best
- Have prepared or begun to consider the preparation of a site map
- Understand the importance of usability
- Have identified a potential functionality/features list to further develop an existing website or to create a new website
- Understand the key elements of good web design
- Be aware of the World Wide Web Consortium

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LESSON 4: Selling Online

- Understand some options for selling online
- Understand important considerations before selling online
- Understand how to evaluate if selling online is right for you
- Understand the various payment methods and gateways available to sell online
- Be aware of places to conduct further reading/research on the topic of selling online
- Understand important security considerations.

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LESSON 5: Local SEO

- Be aware of what local SEO is
- Understand how to work out where you are currently listed from a local SEO perspective
- Be aware of where you could get listed online for free, if you are not already
- Understand what local search is and how it works differently to 'normal' search.
- Understand why every business needs a Google My Business Account
- Understand what citations are and how to get them

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LESSON 6: SEO - On page

- Understand the concept of on-page search engine optimisation
- Understand how to undertake keyword research
- Be aware of some of the tools available (both paid and non paid) to research potentially suitable keywords
- Understand the elements of "on page" which require to be optimised on any given web page (H1 tags, Page titles, keywords, descriptions, web page content, alt tags)

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LESSON 7: SEO - Off page

- Understand the difference between on page and off page search engine optimisation
- Understand the importance of gaining back links to your website
- Understand the difference between one way links and reciprocal links
- Understand different ways to build links

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LESSON 8: Social media for individual use

- Be aware of the major social media networks;
- Understand how to set up an individual profile on the major social media networks;
- Understand how to establish and make friends/connections/followers in the major social media networks;
- Understand the benefits of using social media networks on an individual basis;
- Be aware of the scope of the social media industry and predicted growth;
- Be aware of the tools that can assist you to measure the impact of your social media activities

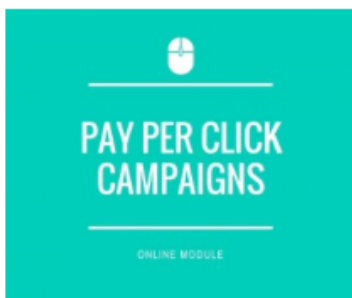
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LESSON 9: Social media for business

- Coming soon

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LESSON 10: Pay Per Click Campaigns

- Coming soon

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LESSON 11: Email Marketing

- Coming soon

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LESSON 12: Intro to Online Stats

- Coming soon

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