



## **COURSE INFORMATION**

- **COURSE TITLE:** Best Practices in Web Design and Development
- **INSTRUCTOR:** M. Kendall Ludwig
- **COURSE DATES:** Thursdays from September 16<sup>th</sup> – October 7<sup>th</sup>
- **COURSE TIME:** 9:00-10:00 A.M.

### **INSTRUCTOR CONTACT:**

Email: [kendall@curlyred.com](mailto:kendall@curlyred.com)

Office Phone: 410-878-2068

### **COURSE DESCRIPTION:**

4.6 BILLION people are now online—and as anyone under 30 can tell you, most people will go online to look at your online presence before you ever see them in person, regardless of industry or service. In this 4-week course geared towards small business owners in downtown Cumberland, Ms. Ludwig will explain the importance of a dynamic and powerful strong website and give the participants guidelines for best practices when they are creating their own online presence.

### **LEARNING OUTCOMES:**

After successfully completing this course you will be able to:

- Determine what kind of online presence your business should have
- Evaluate your current online presence (both website and social media) to see if/how it's serving you
- Determine your target audience
- Learn current Best Practices for websites
- Create a plan to improve your online presence to grow your business

### **COURSE FORMAT:**

This course has 4 live-sessions via Zoom. The flexible framework does not require you to be in a specific location to participate; however, you must have access to a full-screen computer or tablet for each live session. (If you use a tablet for the live session, you must be comfortable typing responses on it.) The online nature of this class will push you to take an active role in the learning process. Ms. Ludwig will encourage group conversations during class, as well as taking questions via the chat box as they come up.

### **COMMUNICATION WITH INSTRUCTOR:**

Email: If you need to reach out and communicate with me, please email me at [kendall@curlyred.com](mailto:kendall@curlyred.com). While I will do my best to respond to emails within 24 hours, you will more likely receive email responses from me on Monday-Friday from 9:00am-3:00pm EST.

**COURSE OUTLINE:**

Week #	Topic	Deliverable
1	Why should I care about my online presence?	Evaluation of existing online presence (both website and social media)
2	What kind of website should I have?	Clarity on what your online presence should be
3	What's your target audience and how are you reaching them?	<ul style="list-style-type: none"><li>• A target demographic for your business</li><li>• An online marketing strategy</li></ul>
4	What Best practices should I keep in mind when creating a website?	A game plan for creating a dynamic and powerful website that will reach more people, save you time and money, and grow your business