

# Effective Website Design

## – a course for Tourism Operators

This half-day course is aimed at tourism operators who have little or no experience of websites. It looks at how to create high impact websites to enhance a product.

The course explores the various stages of website creation – planning, writing and illustrating a site.

Advice is given on writing styles and photo selection. And what should be included ... as well as what shouldn't be included.

Web technologies have developed over the years. We discuss technologies that are commonly used, and which could be best suited for a particular website.

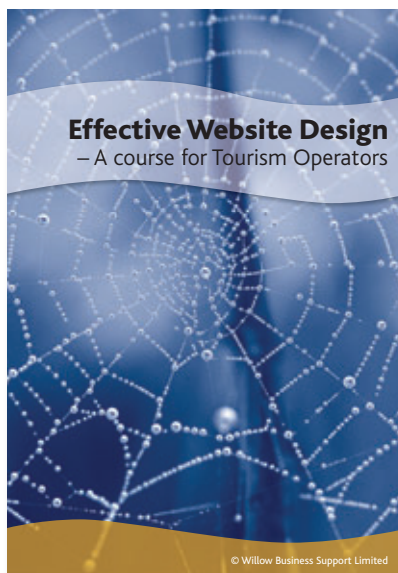
In recent times, many companies are trying to sell services which promote websites in the web search engines. The course explodes some of the myths surrounding Search Engine Optimisation and gives guidelines on methods that can be put in place to assist search engines in finding sites.

*Please note, this course does not teach you how to build your own website – leave that to the experts.*

### The course programme covers:

- Where to begin
- Webpage structure
- Writing copy
- What to include
- Selecting photographs and/or films
- Navigation
- Interactivity (CMS, booking systems)
- Web standards and Search Engine Optimisation

*Whenever possible we run this half-day course in conjunction with our half-day 'Effective Brochure Design' course.*



### Course leader



This course is delivered by Steve Cowell, proprietor of SC&A editorial media and design.

Steve has been involved in editorial media production for 25 years. He started his career working for BBC television, before moving to newspapers, and was graphics editor for York's local paper prior to becoming national design editor for its newspaper group.

Steve has also taken photographs and written for newspaper titles – he was joint editor of Traveller's Guide – a holiday and travel supplement franchised across all of the newspaper group's titles.

Steve set up SC&A, his own editorial media and design consultancy, 15 years ago – during that time he ran training courses for the Editorial Centre in Sussex.

Steve has been deputy course leader of the Media Studies course at York College, and has recently lectured on the BA (Hons) Graphic Design Course and Foundation Degree Creative Digital Communications courses there.