



Free Recorded Website Development Webinars (Presented by Liz Jamieson of WSBDC)

- **How to Plan Your Website & Choose a Web Designer**
 - Talks through the details of how to prepare to build a new website or to upgrade your current website.
 - Covers what to look for in a web designer, what should be in your design contract, and how to put together all of the materials for your site.
 - Link: <https://wsbdc.ecenterdirect.com/events/99271950>
- **Evaluating Your Website & Increasing Conversions**
 - Looks at the different types of conversion events, what causes increased conversions, and reviews some websites.
 - Link: <https://wsbdc.ecenterdirect.com/events/99271939>
- **Effective Landing Pages 101**
 - Covers what a landing page is and what key elements should be on it in order for it to be a high-converting landing page.
 - Provides examples of high-converting and low-converting landing pages, and explains why particular landing pages convert well and do not convert well.
 - Link: <https://wsbdc.ecenterdirect.com/events/99271954>
- **Ecommerce 101**
 - Talks through what you need to get together, prepare, and decide, in order to build a successful ecommerce operation.
 - Discusses potential platforms you might use to build and/or host your ecommerce site, as well as the costs and pros and cons of each platform.
 - Covers selecting products or services to offer online, how to name them, and how to put your best foot forward.
 - Link: <https://wsbdc.ecenterdirect.com/events/99271958>
- **Creating a Strong Brand Identity & Implementing Your Brand Strategy**
 - Addresses what you'll want to be thinking about as you develop your brand identity, art, strategy, language, and your position in the marketplace.

- Covers how to look for potential designers, and how to develop brand guidelines and implement them.
 - Link: <https://wsbdc.ecenterdirect.com/events/99272040>
- **How to Get More Leads and Increase Your Sales**
 - Discusses strategies and tools you can use to get more leads, as well as techniques for converting more prospects into buyers.
 - Discusses the distinction between marketing and sales, and how to effectively use both to increase sales.
 - Link: <https://wsbdc.ecenterdirect.com/events/99271942>
- **How to Clarify Your Niche, Ideal Client Profile & Your Messaging**
 - Provides the tools that you can use to clarify your avatar client/niche, and discusses what you need to know about them, and how to gather this intel.
 - Link: <https://wsbdc.ecenterdirect.com/events/99271952>
- **Instagram for Business**
 - Takes you through all of the basics of Instagram, and helps you understand what the Instagram algorithm values, so that you can best optimize your content for this platform.
 - Talks through the apps and resources that can help you get masterful with Instagram and how to select hashtags.
 - Link: <https://wsbdc.ecenterdirect.com/events/99271955>
- **Creating Successful Ad Campaigns on Facebook: 2 Part Series**
 - Session One covers each element needed to create and run a successful ad campaign on Facebook.
 - Session Two covers FB Ads Manager Tool, Ad Set, and the Ad itself.
 - Link: <https://wsbdc.ecenterdirect.com/events/99271956>
- **How to Get Started on YouTube & Build Out Your Channel**
 - Covers YouTube algorithm and what metrics YouTube uses to gauge the quality of your channel, your content, and your videos themselves.
 - Walks through how to create your channel, talks about video production tools and video content, and how to put your best YouTube foot forward as you build out your channel.
 - Link: <https://wsbdc.ecenterdirect.com/events/99271943>