



Course Profile

Google Tools Workshop

This course is for anyone that wants to get more from their website and make best use of some of the free tools available from Google. From editing your website easily to learning how to test your pages, the course shows you the practical steps to an effective website.

Who is the course intended for?

Any individual responsible for promoting the business they own or work in, whether it is accommodation provider, an attraction or leisure provider.

What will I gain from the course?

An understanding of how Social Media is a formidable marketing tool and a great way of connecting with your customers and an awareness of how powerful social media can be.

Do I need previous skills & knowledge?

No, although having your own website would be beneficial (even if it is created and maintained by some one other than yourself).

Course Method:

- PowerPoint presentation
- Discussion Group

Assessment:

None

Duration:

Half Day

Is there any pre-workshop help?

YES! A pre-workshop online video tutorial will be available. This will provide some pre-session learning to allow all attendees to get maximum value from the day and to make sure that each person has a common level of knowledge upon arrival.

This is accessible with a password and login only available from TSE upon booking.

What does the workshop cover?

- Website marketing in perspective
- Different ways to update and edit your site
- Setting up and configuring Google analytics
- Key terminology
- Analytics quick wins

Further Information or booking:

Gill Heighington – Training Department
Tourism South East
40 Chamberlayne Road
Eastleigh, Hampshire
SO50 5JH

Tel: 023 8062 5533

Fax: 023 8062 0010

E-mail: trainingenquiries@tourismse.com