

CONNECT ONLINE:

New ways to improve your e-business

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CLEVERLINK IS AN e-business company that services clients from start-ups through to listed companies in Australia and overseas. The core services they provide include website design, e-commerce development, search engine optimisation, training, web-related technologies, graphic design and database management.

The Cleverlink Connect: 700 in 70 Program offers training and motivation to small businesses with a particular emphasis on e-business models and digital marketing. These free training sessions are being held throughout the Illawarra and Southern Highlands over the next two months. Small businesses can choose from a range of flexible training options including face-to-face, webinars, discussion forums and webex online self-help training devices.

The seminars are targeted at small and home-based businesses and are ideal for business owners, managers and anyone responsible for creating and updating websites and internet marketing. The courses have been designed to be inspiring and easy to follow by Cleverlink's managing director, Camtu Pham. Camtu, a former Sydney Business Woman of the Year and lecturer at the

University of Wollongong, is well aware of the challenges that small business face day-to-day.

Courses are held in Wollongong, Towradgi, Dapto and Albion Park with each session lasting for about three hours. To ensure maximum flexibility for busy business people the courses have been designed as short, interactive sessions that run either in the morning, afternoon and early evening, so attendees can get the absolute best from the sessions that suit them.

The training is free as this is a Federal Government-funded initiative under the Small Business Online Program. To be eligible, participants must be a small business (20 or less employees) and have an ABN.

The Program is supported by the CleverLink team, including event coordinator, Jo Haliios-Lewis, who ensures the logistics of the program are running smoothly, Glyn Gardner, who has 30 years experience in adult education, and five outstanding trainers and advisors.

To register visit the website www.cleverlinktraining.com.au, email training@cleverlink.com.au or phone (02) 4284 3600.



How to get top search engine positions by "optimising" with keywords - August 4, 9.30am - 1pm, Towradgi.

How to choose the right host for your website and email - August 12, 5.30pm - 8pm, Shellharbour

Online databases and why every small business should have one - August 19, 9.30am - 1pm, Wollongong

How to build customer confidence through great design and layout - September 9, 5.30pm - 8pm, Wollongong

Online marketing: essential tools and techniques to boost business including marketing for email, websites and social networks - September 15, 5.30pm - 8pm, Dapto

Ten things you need to know before making the transition to a new website - September 16, 9.30am - 1pm, Kiama

How to set up e-commerce facilities for your business - September 22, 5.30pm - 8pm, Towradgi