

# Workshop Offering

## Workshop Topics:

- What Should a Website Consist of or Portray
- What is SEO (Search Engine Optimization) and How to Incorporate SEO Practices
- What is the Difference Between Using Web Mail or Email Client. Which is Best for You
- What is Website Builder
- What are the Steps to Build Your Own Website
- How to Access Your Website Hosting Account and to Select a Domain Name
- How to Use Website Builder Wizard
- Hands-on Website Development & Training
- Post Development Website Maintenance
- What is Email Marketing & Different Methods of Implementing

Workshop requires minimal pre-requisite preparation and for attendee to bring a laptop, tablet or iPad for accessing their Web Hosting account and building their website. Internet access via Wi-Fi will be provided.

## Workshop Registration:

Workshops are conducted throughout the year and are offered at various times for participants' convenience.

Registration Fee includes:

- 1st Year Economy Plan Hosting Fee (5 Web Page Limit)
- Selection, Acquisition and 1st Year Domain Name Registration Fee for One Domain Name
- Basic Email Account
- Phone, Email and Web Support (24/7)
- Continental Breakfast or Lunch Depending on the Time of the Workshop.

**We provide all above, but  
You Create the Website!!!**

Contact us at **888.241.1926** or [marketing@toppingtheweb.com](mailto:marketing@toppingtheweb.com) to learn about availability of workshops and registration fee.

Also ask about our other workshops for D.I.Y eCommerce Website Building, & Email Marketing with Constant Contact



[toppingtheweb.com](http://toppingtheweb.com) &  
[toppingwebhosting.com](http://toppingwebhosting.com)

Phone: 888.241.1926

E-mail: [marketing@toppingtheweb.com](mailto:marketing@toppingtheweb.com)

# D.I.Y. Website Workshop

*Been Thinking About  
Or  
Putting Off Building Your Website*

*Get it Done in 3 Hours at a  
Do It Yourself Website Workshops*

*This is not a Seminar;  
It is a Hands-on Workshop*

The screenshot shows the ToppingTheWeb LLC website. At the top, there's a navigation bar with links like 'Home', 'ICANN', 'My Account', 'About Us', 'FAQ', '24/7 Sales & Support (480) 624-2500', and a search bar. Below the navigation, there's a 'Website Builder' section with a 'Get online. Grow your business. Never miss a customer.' message. There are three pricing plans: Economy (From \$5.06/month), Deluxe (From \$11.65/month), and Premium (From \$16.65/month). Each plan has a brief description of its features and target audience.

Web Builder Screen Shot

*Topping The Web  
Web Solutions*

**Tel: 888.241.1926**

## Building Your Own Website?

### Why Not!

Many small businesses and non-profit organizations want to Build their Own Website to save money and control the website's design and updates.

Web development tools have become better, easier to use and more powerful, with improved capabilities to address SEO (Search Engine Optimization) practices.

### Why Haven't You Built That Site?

Do These Statements Sound Familiar?

- "I Haven't Found the Time"
- "I Have to Read Up on Developing a Website"
- "Yes it is Suppose to be Easy BUT I'm Fearful of Jumping In and Getting Started"
- "My Marketing Budget Can't Support the Hosting and Domain Registration Annual Fees"
- "Who Do I Talk with When I have Problems"

You are not alone. Unfortunately, many people who want to build their own website procrastinate, and then after one or more years, they still do not have a website.

## Do It Yourself Workshop

### Why a Workshop?

It provides a jumpstart to building your website. It provides a user friendly environment, with a dedicated block of time, hands-on training and one-on-one support.

You'll learn how to use the Website Builder Wizard to create your own website. If you use a Microsoft Product such as WORD®, you will have no problem using the Wizard. It utilizes a simple friendly user interface; just Select, Click, Drag and Drop. No programming is required.



Template Screen Shot

Website Builder comes with over 300 themed templates and thousands of images. If you prefer, you can use your own images. In addition, there are pre-built content websites for your industry.

Easily convert your completed website into a format compatible for mobile phones.

Stop procrastinating:

- Get Your Website Created and Published
- Get Personal Hands On Training and Support
- Get Helpful Tips for Design, Content and Site Structure
- Focus Attention on Development Without Interruptions
- Save Time and Money

### Who Should Attend?

**Small Business and Non-profit Organization** personnel who want to launch an effective and inexpensive website without technical skills or the need to know how to program.

Topping The Web - Web Solutions  
Phone: 888.241.1926  
E-mail: [marketing@toppingtheweb.com](mailto:marketing@toppingtheweb.com)