



**MANCHESTER**  
CITY COUNCIL

**Central & South Manchester Business Network**

## **Selling on the Web**

### **Is your business online?**

**Do you want to build a website to expand your global reach?**

Last year over 300 small businesses attended our “**Selling on the Web**” and “**e-business development programme**”.

On **Thursday 8<sup>th</sup> February 2007** 5:00 – 7:30pm we are running a **FREE** & updated “**Selling on the Web**” event at the **Indus5 Restaurant**, 587 Stockport Road, Longsight, Manchester, M13 0RX ([www.indus5.com](http://www.indus5.com)). A hot buffet is provided and it’s an excellent networking opportunity.

At this event you will find out how to use the web to meet and exceed your customers’ expectations, what makes a good website, and the importance of integrating your website with your business. This will help you to improve or start an online business.

A free Open Source software package the commercial equivalent of which would cost several hundred pounds will be given to all the people who attend, and free membership of the online business directory.

“Selling on the Web 2007” will also provide an introduction to our **e-business development programme** for businesses in Central Manchester. This **FREE** series of hands-on workshops and seminars helps you develop e-business and profitability:


- **Building a Website** *(Thurs 22<sup>nd</sup> February 2007)*
- **Marketing & e-Marketing** *(Thurs 1<sup>st</sup> March 2007)*
- **eBay Trading** *(Thurs 8<sup>th</sup> March 2007)*
- **Optimising your website for Search Engines** *(Thurs 15<sup>th</sup> March 2007)*
- **Implementing e-commerce** *(Thurs 22<sup>nd</sup> March 2007)*

Programme details and a booking form are attached. Places are limited and are booked on a first come first served basis. Further details at [www.manchesterdda.com/article/142/](http://www.manchesterdda.com/article/142/)

Attendees at the launch event on **Thursday 8<sup>th</sup> February 2007 5:00 – 7:30pm** will be given priority for the full events programme.

The Admin Team, (Tel: 0161-277-1880 Fax: 0161-277-1881)  
South Manchester Regeneration Team,  
Daisy Mill Complex, 345 Stockport Road, Longsight, Manchester M13 0LF

[southmanchesterregeneration@manchester.gov.uk](mailto:southmanchesterregeneration@manchester.gov.uk)

(Please turn over) 



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## Central & South Manchester Business Network Booking Form

Business Name: \_\_\_\_\_  
Business Address: \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
Postcode: \_\_\_\_\_  
Telephone: \_\_\_\_\_  
Email: \_\_\_\_\_

### **Selling on the web** (80 places)

Time and Date: 5.00pm -7.30pm Thursday 8<sup>th</sup> February 2007,  
Location: (Indus5, 587 Stockport Road, Longsight, M13 0RX)  
Name of Attendee One: \_\_\_\_\_  
Name of Attendee Two: \_\_\_\_\_

Launch event outlining the series for those looking to start or expand their e-business.

### **Workshop 1: Building a Website** (20 places)

Time and Date: 5.00pm -7.30pm Thursday 22<sup>nd</sup> February 2007,  
Location: (Windrush Centre, 70 Alexandra Rd, Moss Side M16 7JD)  
Name of Attendee One: \_\_\_\_\_  
Name of Attendee Two: \_\_\_\_\_

Simple Site Creation, editing & publishing using free tools.

### **Workshop 2: Marketing & e-Marketing** (20 places)

Time and Date: 5.00pm -7.30pm Thursday 1<sup>st</sup> March 2007,  
Location: (Windrush Centre, 70 Alexandra Rd, Moss Side M16 7JD)  
Name of Attendee One: \_\_\_\_\_  
Name of Attendee Two: \_\_\_\_\_

The basics of marketing to help you sell online.

### **Workshop 3: eBay Trading** (20 places)

Time and Date: 5.00pm -7.30pm Thursday 8<sup>th</sup> March 2007  
Location: (Windrush Centre, 70 Alexandra Rd, Moss Side M16 7JD)  
Name of Attendee One: \_\_\_\_\_  
Name of Attendee Two: \_\_\_\_\_

Workshop revealing the tips & tricks of eBay trading.

### **Seminar 1: Optimising your website for Search Engines** (80 places)

Time and Date: 5.00pm-7.30pm Thursday 15<sup>th</sup> March 2007  
Location: (Indus5, 587 Stockport Road, Longsight, M13 0RX)  
Name of Attendee One: \_\_\_\_\_  
Name of Attendee Two: \_\_\_\_\_

Make sure the Search Engines can find your site!

### **Seminar 2: Implementing e-commerce solutions** (80 places)

Time and Date: 5.00pm -7.30pm Thursday 22<sup>nd</sup> March  
Location: (Indus5, 587 Stockport Road, Longsight, M13 0RX)  
Name of Attendee One: \_\_\_\_\_  
Name of Attendee Two: \_\_\_\_\_

How to receive online payments.

Fax this page to 0161-277-1881, call the Admin Team on 0161-277-1880 or email: [southmanchesterregeneration@manchester.gov.uk](mailto:southmanchesterregeneration@manchester.gov.uk)



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Following our series of successful “Selling on the Web” events, a development programme for businesses in Central Manchester is running in the spring. This FREE series of hands-on workshops and seminars helps your business to develop its e-business capabilities and improves your business’s bottom line.

### **Workshop 1: Building a Website**

Thursday 22<sup>nd</sup> February 2007 (Windrush Centre, 70 Alexandra Rd, Moss Side M16 7JD)  
5.00 - 7.30pm

Developing a website can be a big investment for a small business, but whether your budget is tiny or substantial you still need to think about what you want it to do for you.

In two hours we can’t build you an e-business, but we can give you the tools to give your business a simple, effective web presence. Google Page Creator is a free web-based website building tool, with 100mb of free webspace included.

If you can access the Internet and use a word processor then you can build a website, publish it, and manage the content within minutes.

It isn’t a replacement for a professionally built site, but an excellent way to design, publish, and play with your own ideas.

This 2-hour hands-on session will show you how to create a site, add & edit pages, insert images, change look & layout, create links and publish.

Presented by Richard Nash, Manchester Business Consortium.  
([Richard@manchester-business.co.uk](mailto:Richard@manchester-business.co.uk))

### **Workshop 2: Marketing & e-Marketing**

Thursday 1<sup>st</sup> March 2007 (Windrush Centre, 70 Alexandra Rd, Moss Side M16 7JD)  
5.00 - 7.30pm

If marketing has always seemed a little daunting, then its time to find out some of the basic ways in which any business can market themselves successfully, increasing their customer base.

This seminar leads you from Marketing to eMarketing – showing how the offline and online “marketing mix” have to work together.

Who are your competitors? What is your USP (Unique Sales Proposition)? Who are your customers? And how can you attract their attention?

You’ll get an introduction to some useful techniques such as SWOT analysis. And you’ll learn how to develop a Promotional Action Plan and an eMarketing Plan – making the “marketing mix” happen for you.

Presented by Richard Nash, Manchester Business Consortium & John Keys, Manchester Digital Development Agency. ([richard@manchester-business.co.uk](mailto:richard@manchester-business.co.uk) , [j.keys@manchesterdda.com](mailto:j.keys@manchesterdda.com) )



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### **Workshop 3: eBay Trading**

Thursday 8<sup>th</sup> March 2007 (Windrush Centre, 70 Alexandra Rd, Moss Side M16 7JD) 5.00-7.30pm

eBay is the market leader in on-line sales with more than 157 million users worldwide. An introduction for people new to eBay covering basic techniques including online safety issues, how to list items for sale on eBay, handy hints and tips to help you get the most from your eBay listings and how to collect and process payments.

The workshop is open to anyone who has used the internet and has wanted to know how easy it is to sell online.

Presented by Maggie Harding an eBay power seller with four years experience of selling on eBay. [www.garboantiques.com](http://www.garboantiques.com)

### **Seminar 1: Optimising your website for Search Engines**

Thursday 15<sup>th</sup> March 2007, (Indus5, 587 Stockport Road, Longsight, M13 0RX) 5.00-7.30pm

The best website in the world is no use to your business if nobody knows about it. Even if you're not yet online, your customers are increasingly so – and they're likely to be using search engines to find exactly what it is that you're looking for.

Making a website search-engine ready might seem a "dark art" but in reality there are plenty of good practices and useful tips that can help optimise your website for search engines.

This seminar will discuss ethical Search Engine Optimisation (SEO) and the fundamentals of 'onsite' optimisation that every Webmaster should consider when designing a site. Topics will include onsite structure and on page elements including header tags, copy text and the value and best use of the meta tags.

The seminar is targeted at business owners running their own website, web designers after tips and anyone with a web presence who is simply interested in learning about SEO.

Presented by Simon Wharton, PushON [www.pushon.co.uk](http://www.pushon.co.uk)

### **Seminar 2: Implementing e-commerce solutions**

Thursday 22<sup>nd</sup> March 2007, (Indus5, 587 Stockport Road, Longsight, M13 0RX) 5.00-7.30pm

Selling on the Internet is growing at a phenomenal rate with annual online sales expected to hit £18.5 billion by 2010. Though selling online can be profitable and significantly extends the potential client base for your business, many fail to research or understand the issues that can affect their success.

In this seminar we explore the key elements of setting up and running an e-commerce business. We look at the different systems you can include on your website, the methods you can use to collect payment from your customers, how you can secure your site and your customers' visit, the legal issues that will affect your business and the importance of service and communication.

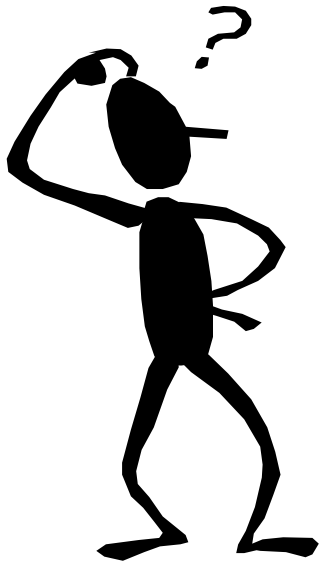
Presented by Richard Hudson, Vanilla Storm [www.vanillastorm.com](http://www.vanillastorm.com)



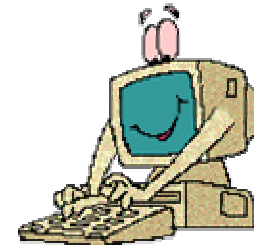
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## FREE INDEPENDENT HELP WITH COMPUTERS, E-BUSINESS AND THE WEB



- Unsure of how to introduce IT into your business, or the benefits it could make?
- Don't understand how to best improve your current IT system?
- Thinking about a web presence?
- Have a web site but not sure how to best develop it?
- Want to sell via the web?
- Need general IT advice?



Call Manchester's e-business advisers on **0161-236-1168** to see how we can help you.

**MDDA**  
Manchester Digital Development Agency



Project Part-Financed  
by the European Union  
European Regional  
Development Fund

