

DIGITAL LITERACY SKILLS

WEBSITE 101

Module 12



TRAINING PROGRAM FOR VOLUNTEER MANAGERS

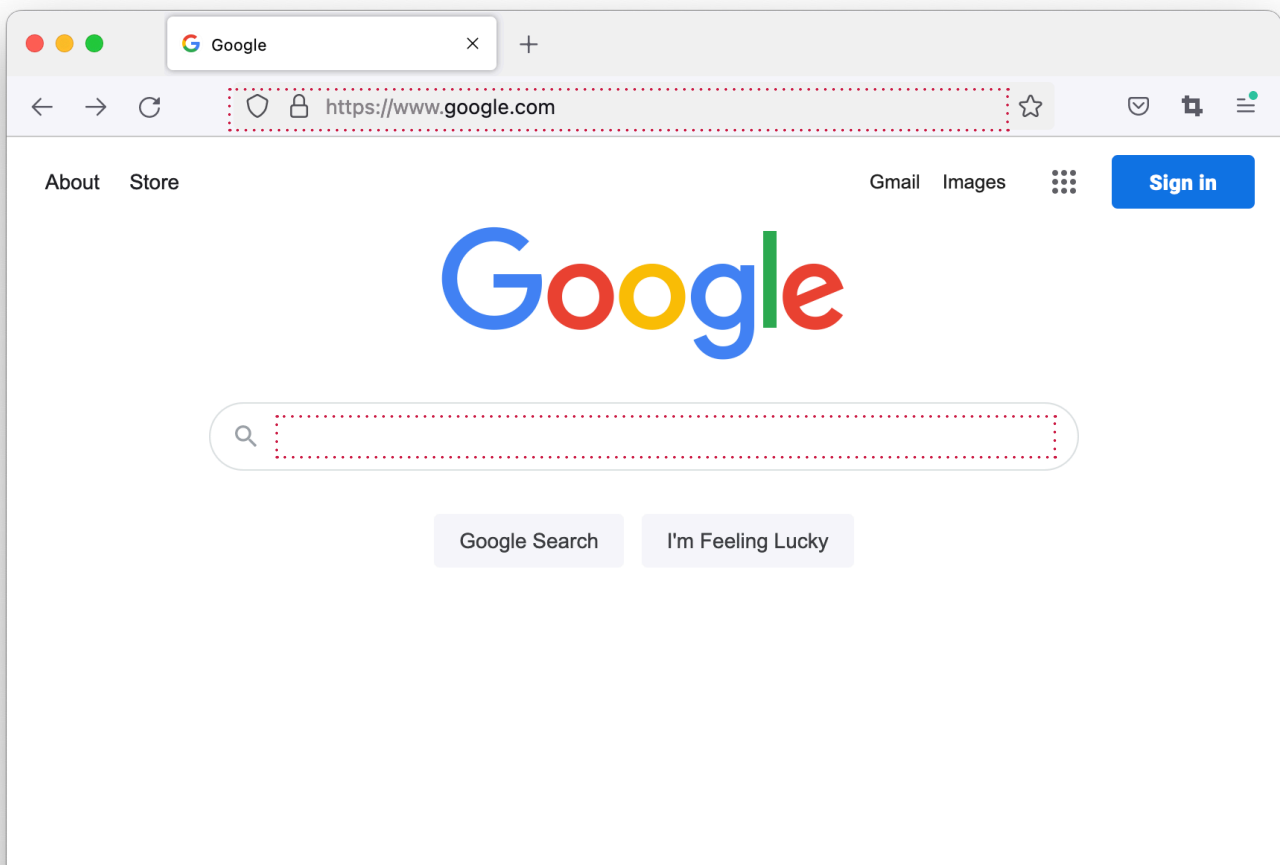
INTERNET BASICS

Welcome to Website 101! In this Module, we'll learn the importance of website skills. Then, we'll explore some of the basics of website marketing, from website traffic and analytics, to SEO and WordPress. If you aren't familiar with these concepts, don't worry - we'll both define each skill and describe how to build it!

HOW DO WEBSITES WORK?

Accessing Websites

Just as we described in our Introduction to Digital Skills Module, websites can be accessed through an internet browser like Google Chrome, Safari, or Microsoft Edge. Once you open a browser, you can type in a website in the top menu bar. You can also access websites by using a search engine (such as Google, DuckDuckGo, or Bing).



HOW DO WEBSITES WORK?

Creating Websites

For a business or organisation to create a website, they first need to purchase a [domain name](#) (for example, www.wix.com) – this is also called a URL, a domain, or a website link. Essentially, it's a code that enables a browser to find and open a specific web page.

Once a company registers their domain name, they need to host their website on a server. [Web hosting](#) is the service needed to publish a website so others can access it.

Think of hosting as being like buying a plot of land to build an office building on. It gives you a spot on the “virtual landscape” so that people can come to visit your business or organisation. The domain name is simply the name people will use to find your business or organisation. From there, it's up to the business or organisation to build their office – or in this case, build their website! Most of the time, they hire employees or other service providers to create, manage, and publish their website for them.



THE IMPORTANCE OF WEBSITES IN BUSINESS OPERATIONS

Why do businesses need websites? As we discussed in the accompanying video, websites are like 'digital storefronts' for businesses, but with greater potential! To make a purchase in a physical store, customers would need to live nearby and visit within office hours. However, customers can make purchases on websites at any time of day from anywhere in the world! This opens up more revenue and opportunities for organisations.

Here are a few statistics to show the true importance of a website:

- About [8 in 10](#) people look up a business online before making a purchase.
- Businesses could lose up to 70-80% of their potential customers if they don't have a website.
- If a company has a low-quality website, [about half](#) of customers will not make a purchase.



THE IMPORTANCE OF WEBSITE SKILLS FOR WORKING PROFESSIONALS

These numbers prove that there's a demand for people who know how to create and manage quality websites. And it seems clear that a basic website understanding will only become increasingly essential to achieving success in your role... Therefore, we'll explain here several in-demand skills that can be developed through practice and online research.

Website Skills that can be Developed Without Formal Education

Listed here are some of the most useful website skills you can learn using free resources available online:

- SEO (Search Engine Optimization)
- Keyword research
- Google Analytics
- Blog writing
- Web design
- WordPress

Now, let's take some time to explore each of these skills and concepts...



WEBSITE MARKETING 101

In this section, we're going to shift gears and focus on defining key concepts and outlining proven strategies:

Google Analytics

[Google Analytics](#) is a tool for finding patterns in their website traffic (which is the number of visitors clicking on and using a website). The more traffic your website gets, the greater your reach and potential impact!

Businesses and organisations use [Google Analytics](#) to understand when and how users find their website, and what prompts them to either make a purchase or take another desired action. By understanding how to read this data, they can then adjust their efforts to focus on what works best.

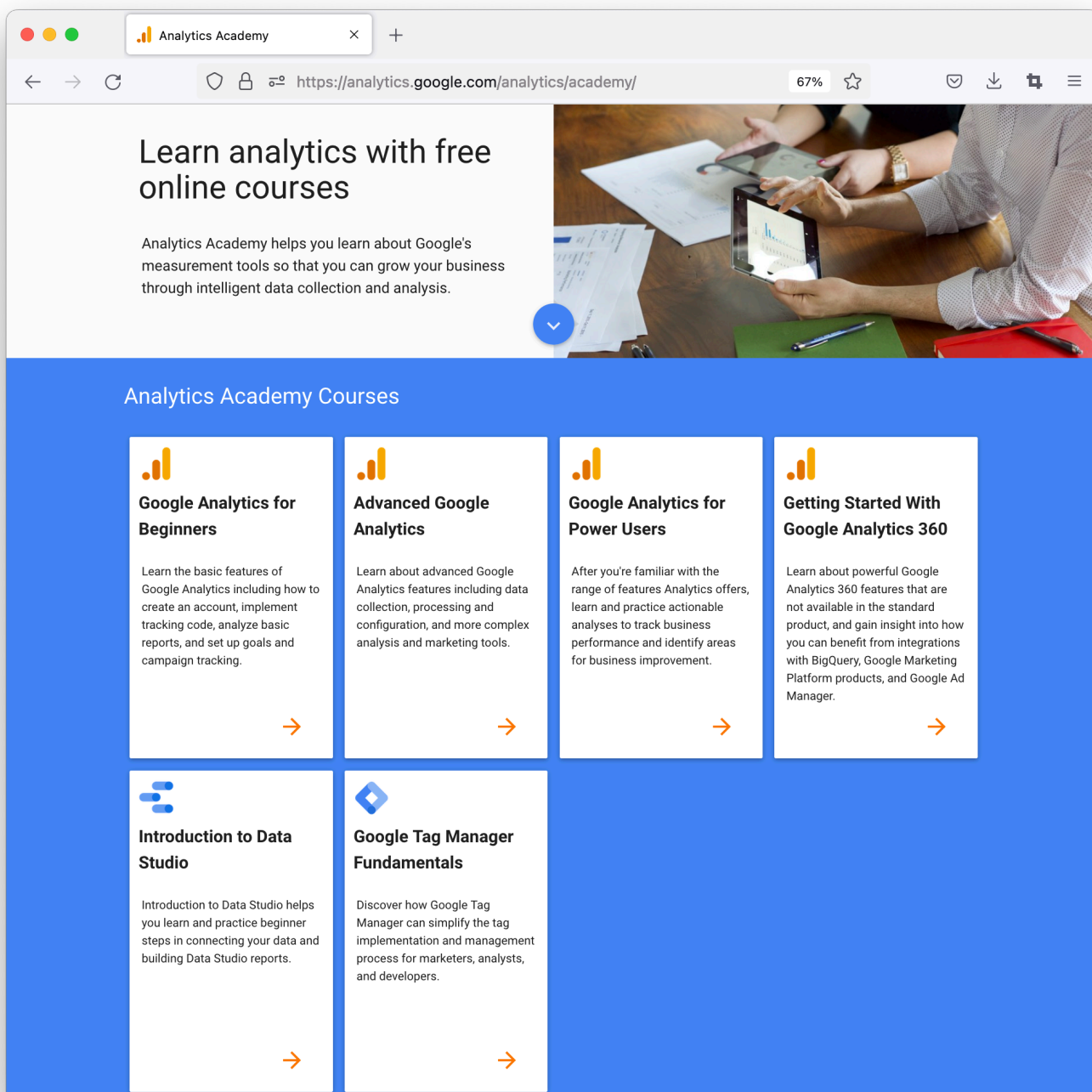


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Gaining Google Analytics Skills

[Google Analytics Academy](https://analytics.google.com/analytics/academy/) is a free online learning platform people can use to learn how to use its software. They provide official Google Analytics Certifications on topics such as Digital Marketing, IT Support, and Data Analytics.

While many of these certifications are designed for beginners, others jump into topics that require foundational digital skills, like the ones we're learning here. We believe it's important to help you feel comfortable and confident when using the internet, and to empower you with basic digital skills.



WEBSITE MARKETING 101

SEO

[SEO](#), or Search Engine Optimization, is the strategy used to make a website more visible in search engines. The more 'optimised' a website is, the easier it is for customers to find that website and make a purchase.

Search Engine Ranking

Think about how you use Google/another search engine to find an answer, service, or product. As an example, let's learn how to make Lamingtons: you open your browser, go to Google/another search engine, and type "Lamington recipe." Now, you're likely going to choose one of the results that comes up on the first page of your Google results, right? Those recipe websites did not end up there by accident - they used SEO strategies to ensure their website came up first!

The screenshot shows a Google search for "Lamington recipe" on a desktop browser. The search bar contains "Lamington recipe" and the search button is visible. Below the search bar, there are navigation links for "All", "Videos", "Images", "Shopping", "News", and "More". The search results show "About 1,580,000 results (0.33 seconds)". Under the "Recipes" section, three results are displayed:

Recipe Title	Source	Rating	Time	Ingredients
Lamingtons	Taste	4.4 ★★★★★ (58)	25 hrs 5 mins	Cocoa powder, self raising flour, butter, milk, eggs
Lamingtons	RecipeTin Eats	5.0 ★★★★★ (53)	1 hr 5 mins	Strawberry jam, cocoa powder, cream, icing sugar, desiccated
Lamingtons	Eat, Little Bird	4.8 ★★★★★ (23)	1 hr 30 mins	Dark chocolate, powdered sugar, plain flour, eggs,

Below the results is a "Show more" button. At the bottom, a snippet from "https://www.taste.com.au" is visible, showing the title "Lamingtons - Taste" and the beginning of the ingredients list: "Lamingtons · 125g butter, softened · 1 cup caster sugar · 1/2 tsp vanilla extract · 3 eggs · 1 3/4 cups self-raising flour, sifted · 1/2 cup milk · 2 cups Coles ...". The rating for this snippet is "Rating: 4.4 · 58 votes · 25 hrs 5 mins".

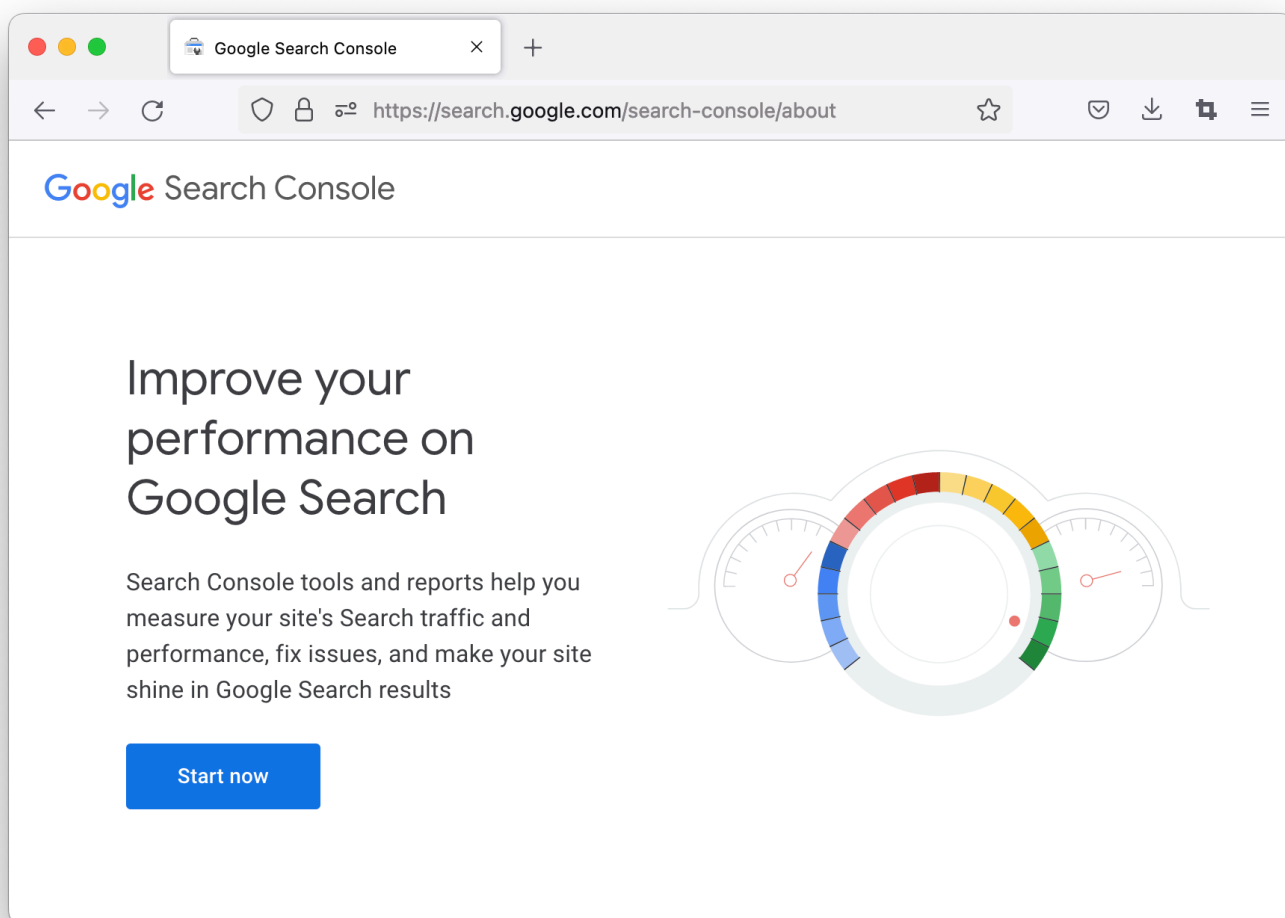
WEBSITE MARKETING 101

Keyword Research

Keywords are the words or phrases users type into search engines to find an answer, product, or service. In this example, "Lamington recipe" was the keyword phrase. If you were looking for a hair appointment in Perth, you might search, "hair salon in Perth." This would also be a keyword phrase.

So, how do Google and other browsers decide what websites come up on the first page of search results for the keywords? Google and other search engines base a website's search ranking in a few different ways. One of the main ones is keyword density, or how many times their web page uses the keywords. For instance, if a hair salon's website said "Hair salon in Perth" several times, Google will know that this website is likely relevant to what the user is searching for and will present it to them. It also bases this ranking on how credible and popular the website is. The more optimised a website is, the more traffic it can receive... And the more traffic it receives, the more credible it becomes!

Businesses and organisations use several methods to find the keywords their customers are searching for, so that they can optimise their websites accordingly. These tools include [Moz](#), [Keyword Surfer](#), and [Google Search Console](#).



WEBSITE MARKETING 101

Writing Web Content

Once an organisation or business finds the right keywords, they need to be added to the website. This can be done by adding them to their web pages. A great way to do this is through *blog writing*.

SEO Blog Writing

In essence, blogs are any article you read online: anyone can add a blog to their website as a means of providing free information and resources related to their industry or operations. For example, a hair salon in Perth might have blog articles about the “5 Top-Trending Hairstyles in 2022” or “How to Pick the Right Hair Salon in Perth.” These blog articles help users and organisations alike, as web visitors get free, valuable information from the blog, and the organisation uses the blog to increase their SEO. The more an organisation uses keywords in their blog postings, the greater the number of people who will be able to find their website, and thereby potentially help the organisation to grow!

Blog writing is a wonderful opportunity for you to develop digital skills. At a basic level, you only need Google (or another search engine) to get started! You can write a blog post, using a search engine to research information for it, employing either Google Search Console or another keyword research tool to ascertain which keywords to incorporate...



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Designing Web Content

A website needs text, designs, and functionality. Much of the time, these fall under separate roles: a copywriter for the writing, a web designer for the design, and a web developer to maintain and create the actual website... Think of it as an assembly line to create the final product: a great website!

Web Design Platforms and Roles

If you have an eye for art and design, web design is an excellent skill to develop. Many organisations use sites such as WordPress and Wix to host their website. These hosting platforms come with templates and tools that even novice web designers can employ to design a website quickly and easily.

Typically, a web designer will design a:

- Home page
- About page
- Services page
- Contact page
- Optional: Blog page

They'll create a website layout for each of these pages and choose colours, fonts, and perhaps also other features or effects to impress visitors and make the information easy to navigate.

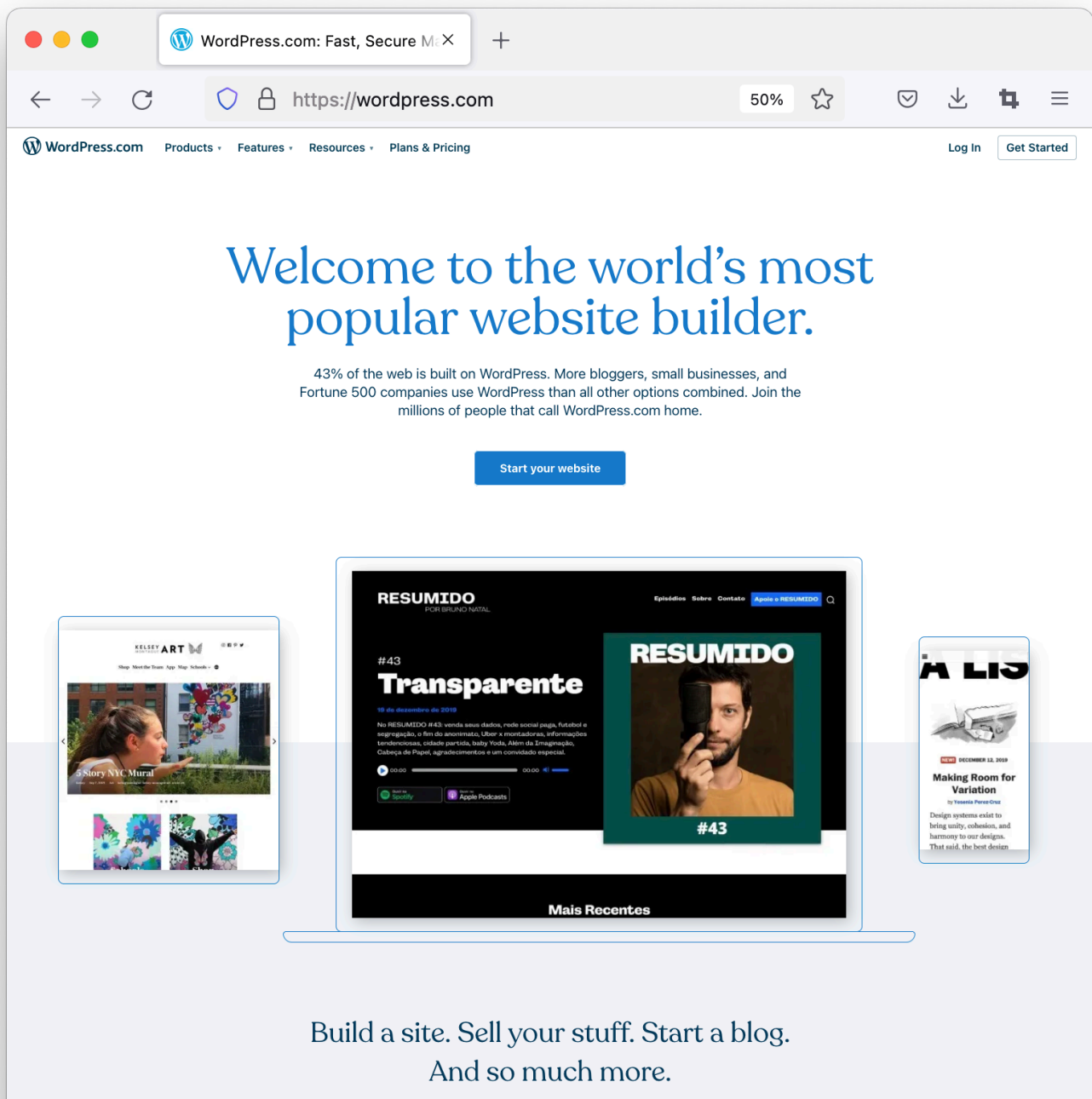


WEBSITE MARKETING 101

WordPress: The Basics

[WordPress](#) is a hosting platform. Remember that a domain name is simply the name of or link to a website, such as [www.wix.com](#). A website host is the service that allows the website to be published on the internet.

WordPress is the most popular website hosting platform – over [a third](#) of websites use it, because it simplifies the process of building a website, and it offers several additional features. It is also a content management system, enabling you to build, design, edit, and manage your website all in one package. While the platform itself is free to use, it costs to purchase and host your domain name.



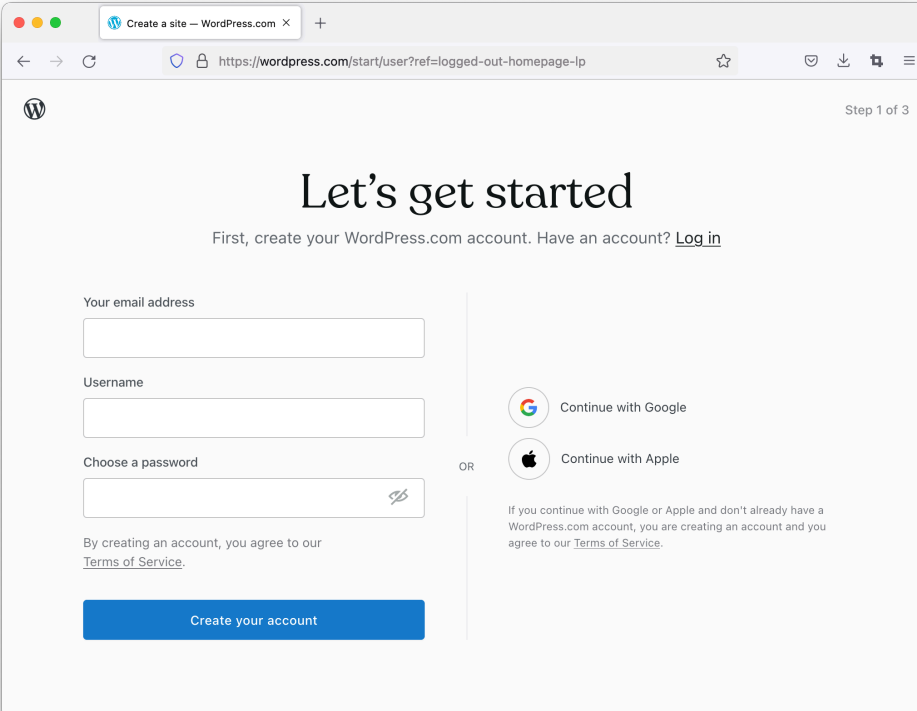
The image shows a browser window displaying the WordPress.com homepage. The browser's address bar shows the URL <https://wordpress.com>. The page features a large blue headline: "Welcome to the world's most popular website builder." Below this, a sub-headline states: "43% of the web is built on WordPress. More bloggers, small businesses, and Fortune 500 companies use WordPress than all other options combined. Join the millions of people that call WordPress.com home." A prominent blue button labeled "Start your website" is centered below the text. The page also includes a navigation menu with links for "Products", "Features", "Resources", and "Plans & Pricing", along with "Log In" and "Get Started" buttons. A featured website, "RESUMIDO", is displayed in a central laptop-like frame. To its left and right are smaller mobile device screens showing other WordPress sites: "KELSEY ART" and "A LIS". At the bottom of the page, the text reads: "Build a site. Sell your stuff. Start a blog. And so much more."

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Using WordPress to Create a Website

Let's go over the basic process of [using WordPress](#) to create and publish a website:

- **Step 1:** Purchase a domain name from a platform such as [GoDaddy](#) or [Google Domains](#).
- **Step 2:** Connect the domain name with your website host - in this case, [WordPress](#).
- **Step 3:** Download the WordPress software to your computer, or else type in *yourdomainname.com/wp-admin/* to design, edit, and manage your site online.
- **Step 4:** Select your WordPress theme. This is the visual layout of your website, where you can easily add images, designs, and text within a template.
- **Step 5:** Add content to your website. WordPress will guide you to add pages, text, and images to your website. You'll want at least Home, About, Services, and Contact pages.
- **Step 6:** When you're ready, publish your website! You can always edit and manage your website content in WordPress at any time.



The image shows a screenshot of a web browser displaying the WordPress.com account creation page. The browser's address bar shows the URL <https://wordpress.com/start/user?ref=logged-out-homepage-lp>. The page title is "Create a site - WordPress.com". The main heading is "Let's get started" with the subtext "First, create your WordPress.com account. Have an account? [Log in](#)". The form includes three input fields: "Your email address", "Username", and "Choose a password". To the right of the form are two social login options: "Continue with Google" and "Continue with Apple". Below the form is a blue button labeled "Create your account". At the bottom of the form, there is a link to the "Terms of Service". The page is labeled "Step 1 of 3" in the top right corner.