

94
Years
1928-2022



ANDHRA CHAMBER
OF COMMERCE



FRIEDRICH NAUMANN
FOUNDATION For Freedom.

Workshop on

BUILD YOUR WEBSITE IN A DAY ON YOUR OWN

Business through Website for MSMEs



15th JUNE 2023
CHENNAI

10.00 AM to 5.00 PM

VENUE

HOTEL THE ACCORD METROPOLITAN

35, G.N.Chetty Road, T.Nagar
Chennai - 600 017.

Mohammed Ilias

Founder & Director,
BCC Branding & Marketing

Topics Covered

Website Creation Part #1 : Create Your Online Address

1. What is Domain & Why its Important to own one
2. How to Select a Domain for your Business (what is relevant)
3. Best Practices of Domain Naming
4. How to Purchase your Domain
5. How to Link your Domain to your Server

Website Creation Part #2 : Create Your Space Online

1. What is Server & Why its Important to own one
2. How to Select a Server for your Business
3. Best Practices before selecting a server suitable to your business
4. How to Purchase your Server
5. How to prepare for hosting

Website Creation Part #3 : Create Your Website

1. What is a Website and the various types of creating a website
2. Different Types of Website
3. How to understand what your website should contain
4. Best Practices for creating website structure
5. How to make use of ready made templates for creating your website
6. How to link your website to domain + server

Website creation using Google Platform (Paid Site) + Google My Business (Free Site) will be covered in this workshop.

Website Creation Part #4 : Going Live

- 1. Once the website is created, the website will be paired with domain and hosting to go live.**
- 2. Going Live.**
- 3. How to make changes after going live**
- 4. How to add SEO Tags for better visibility online.**

Duration

**Total Sessions / Duration = Session 1 / One Day
(1 Sessions) = 360 Mins (6 hrs)**

Target Audience

SMEs / Business owners who are looking to explore digital mediums for growing their business.

Organisers

Andhra Chamber of Commerce

Andhra Chamber of Commerce is an industry body established in the year 1928 and has around 1350 industry members and over 28 industrial and trade associations. The Chamber has its offices in Chennai, Secunderabad, Visakhapatnam and Vijayawada.

Friedrich Naumann Foundation for Freedom

The Friedrich Naumann Foundation for Freedom (FNF) is an international non-profit organization promoting the ideas of liberal democracy, respect for human rights, rule of law and economic freedom.

FNF works on some of the most important issues related to liberalism such as the opening of the Indian economy, working with the police to transform into a democratically accountable service, making cities more liberal for their citizens, harnessing the power of the revolutionary Right to Information Act, ensuring property rights as well as dealing with the challenges thrown up by climate change. More recently, the Foundation has supported programs dealing with the challenges and chances of digital transformation.

FNF pursues these goals, which are part and parcel of the great Indian democratic tradition embodied in the Constitution, in partnership with policymakers, business leaders, national and international NGOs, universities as well as journalists and think tanks.

Criteria for Participation (15TH JUNE 2023 - 10.00 AM TO 5.00 PM)

1. Participants should be MSMEs / Business Owners who offer Products/Services
2. Participant should possess basic knowledge on Computer Operations and Internet
3. Participants should bring their own laptop along with data card for the workshop.
4. The participants should keep their organisation profiles, product photos and information as may be necessary handy for uploading in their respective websites.
5. The participants should carry a credit card with a minimum balance of Rs.2500/- for purchasing their organisation domain and buying space online for hosting their website.

With the utmost co-operation on all the above we can help participants create a website on the same day.

There is no participation fee. But Registration in advance by email is mandatory.

For Registration Please Contact

Ms. C.Karpaga Lakshmi,
Program Co-ordinator

Andhra Chamber of Commerce
Chennai Chapter

“Velagapudi Ramakrishna Bldg.”No. 23, Third Cross Street,
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