

ezEonline! Program Particulars

Information Seminars

The information seminars will address the current barriers that small and home based businesses face when trying to establish themselves online; in particular skills, knowledge, the benefits of being online and the costs involved. On display will be results that have been achieved in the pilot programs, as well as a live demonstration showing the process used in the workshops to create a website.

Delivery

- 2 hour information seminar held in Western Victorian Regional Centres

Locations

- Ballarat
- Bacchus Marsh
- Bannockburn
- Daylesford
- Ararat
- Horsham

Cost

The Information Seminars are **free** and have been subsidised by the Australian Government under the Small Business Online Program.

Training Program

The workshops will be facilitated by a Professional Website Developer and a Professional Graphic Artist. The workshops have been structured to facilitate all levels of computer knowledge and to allow participants to work at their own speed. After the second workshop, the participants website will be uploaded to the internet. In the time between the second and third workshops (1 week), participants will be encouraged to practice adding content their website online from their home and/or workplace.

Workshop 1 (3 Hours, Week 1)

- Program introduction
- Goals & objective setting from Website Planning Document
- initial design consultation with Professional Graphic Artist
- practical template design
- exporting the template created

Workshop 2 (3 Hours, Week 2)

- Import the design template
- An overview and tutorial on CMS
- Navigating the CMS administration area
- Adding web pages and content through the administration area
- Adding menus

Workshop 3 (3 Hours, Week 3)

- Finalise website content
- Advanced CMS tutorial
- Adding modules and extensions
- Add e-commerce, forum, photo gallery, web 2.0 functionality

Delivery

- 3 x 3 hour workshops
- Facilitated in regional and rural Western Victorian locations
- Mobile training facility - 10 laptop PC's, Projector, wireless router
- Dates/Times to suit small business owners/operators

Locations

- Ararat
- Avoca
- Bacchus Marsh
- Ballan
- Ballarat
- Bannockburn
- Beaufort
- Creswick
- Daylesford
- Halls Gap
- Horsham
- Maryborough
- Meredith
- St Arnaud
- Stawell

Cost:

The training package workshops have been heavily subsidised by the Australian Government under the Small Business Online Program. There is a booking fee of \$99.00 inc GST (covers all 3 workshop bookings) which will be deducted from the selected website hosting, email and domain name package. In effect, the training workshops are free.

(A) ezEonline! Workshop Training			
Training Package	1 x 2 hour Information Seminar 3 x 3 Hour Workshops 1 Training Manual 1 Training DVD Access to Online Resources & Forum www.makeyourwebsite.com.au - 1 Years Membership (worth \$190.00)		
Cost (A)	\$99.00 inc GST (deducted from website hosting, email & domain name package below)		
(B) Website Hosting, Email & Domain Name Packages			
	Starter	1 Year	2 Years
Website Hosting	6 months	1 Year	2 Years
Hosting Support	6 months	1 Year	2 Years
Website Support	6 months	1 Year	2 Years
Domain Name	Generic** (http:// abc .ballarat.asn.au)	Custom - 1 year (http://www. abc .com.au)	Custom - 2 years (http://www. abc .com.au)
Email	3 Accounts - Generic** (bob@ abc .ballarat.asn.au)	5 Accounts - Custom (bob@ abc .com.au)	10 Accounts - Custom (bob@ abc .com.au)
Cost (B)	\$220.00 inc GST	\$330.00 inc GST	\$440.00 inc GST
Less Cost (A)	\$99.00 inc GST	\$99.00 inc GST	\$99.00 inc GST
Total (B - A)	\$121.00 inc GST	\$231.00 inc GST	\$341.00 inc GST
Monthly*	\$25.00 inc GST	\$29.00 inc GST	\$29.00 inc GST

* If package is not renewed at end of the package period, monthly price will take effect.

** The following Generic domains have been registered for businesses in the following areas:

- avoca.asn.au
- bacchusmarsh.asn.au
- ballan.asn.au
- ballarat.asn.au
- bannockburn.asn.au
- beaufort.asn.au
- creswick.asn.au
- daylesford.asn.au
- hallsgap.asn.au
- horsham.asn.au
- maryborough.asn.au
- meredith.asn.au
- starnaud.asn.au
- stawell.asn.au

Eligibility

- Registered Australian business with ABN
- Small/Home Based Business with less than 20 Employees
- Minimum 1 full time employee (if Sole Trader this will be the Owner)
- Completed Website Planning Document

Questions

There is a lot of confusion about what website hosting and what domain names are, and how they are related. The first 2 Q & A's questions will attempt to answer these for you.

Q) What is website hosting?

A) When you create a website, you are creating a bunch of files and folders. For a website to be viewable on the internet, these files and folders need to be stored (hosted) on a computer called a web server. When someone visits your website, they request information. Your web server will look at (process) this request, and send (serve) the requested information back to the visitors computer. Website hosting is the name given to the special computer that hosts your website files.

Q) What is a domain name?

A) A domain name is your website address. The computer that hosts your website files (your web server) is given an IP address that computers can recognise. 66.102.11.99 is Google's IP Address. (see what happens if you type 66.102.11.99 into the address bar of your web browser) As it is very hard to remember these numbers, a domain name is assigned (www.google.com)

So every time you visit Google by typing *www.google.com* into your web browser, behind the scenes the domain name is converted to an IP address. Your request for files/information is then sent to Google's web server. Google's web server will then process this request and the files are sent back to your web browser which displays them on your screen for viewing (i.e. a web page)

Q) Can I just attend the information seminars?

A) Yes. The information seminars are there to answer any questions and to demonstrate the benefits of establishing your business online. They will cover the content of the workshops and show you what can be achieved. When you walk away from the information seminar, you will have all the information you need to make a decision as to whether or not you will participate in the program.

Q) Can I just attend the workshops?

A) No. The whole idea of the workshops is to get small and home based businesses set up online. If you are unsure whether or not the program will suit, we encourage you to attend one of the information seminars or contact us to discuss your needs. Without a domain name or website hosting your website will not be online. Therefore, we have created highly discounted packages specifically for the ezEonline! program that cater for different levels of commitment and budgets. Our web servers are secure and have been tested live for a number of years. They are set up with the proper technology to run the websites created in the workshops. Ideally, your website would be available for viewing 100% of the time. While this is the goal, our servers have a minimum 99.95% uptime. (Take a 30 day month which has approx 42,300 minutes. At worst, your website might be down for 21 minutes over the month while the servers reboot).

Q) How much am I saving by creating a website through this program?

A) While the costs to have a website developed professionally vary, you could expect to pay an experienced web developer \$1500 - \$3000 for a basic website. If you want it professionally designed, add \$500 - \$1000 to that price. With that example, you are looking at between \$2000 - \$4000 for the website alone before you have even considered registering your domain name or arranged website & email hosting. These too can vary, however you will normally be looking at another \$50 - \$90 for 2 years domain name registration

and \$480 for 2 years website hosting (at \$20 per month). Even if we take the minimum amounts, for a basic website you are looking at \$2530. Now, if you get it created professionally, you still have the problem of getting it updated, or paying extra for training and support if something goes wrong. Through the ezEonline! program, the most you will pay is \$440 which includes your training, domain name, website hosting and support for 2 years. That is less than 1/5th of an average cost of having a website professionally created and you will have the skills to regularly update the website yourself.

The reason this program has been developed is to assist small and home based businesses break down the barriers (skills, knowledge, costs) that stand in the way of establishing your business online.

Q) How can you offer it so cheap?

A) The traditional method of having a website created is 1 - 1, meaning one client pays one professional for their time. This results in one client fronting all the cost. This is fine for a technical website that requires specialist knowledge, and website design and development is a highly specialised area. However, for less involved websites, there are free tools and methods available that don't require such a technical knowledge. The ezEonline! program has been developed using some of this free, open source software. The workshops are also facilitated in a group setting where up to ten clients contribute to the two professionals (a website developer and graphic designer). That works out to be a ratio of 5 - 1, much better than 1 - 1. And finally, ezEonline! has been partially funded and endorsed by the Commonwealth Government, meaning they contribute a proportion of the cost involved with delivering each of the information seminars and workshops to you.

Contact

For more information or any other questions about the ezEonline! Program, please contact:

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