

Growing Businesses? Online





Increase your knowledge and **grow**
your business online

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INTRO

A FX Design provides training and consultancy services to businesses whom want to become more effective online. Learn best practice strategies with real life examples based on our experience of creating online and offline resources for businesses of different sizes and industries.

Growing businesses online is an all day training course which teaches practical skills, industry lingo and web user expectations so that you can get the most out of your online activities and grow your business.



Fantastic event @CovesYachtHaven by @afxdesign with @IOWBiltong and a special guest appearance by @BeachyBooks -all about Twitter

-Brannons Tea Rooms

COURSE STRUCTURE

Getting started

- Are you ready for growth?
- Calculating the value of your website
- The brief

The website project

- Planning
- Prioritisation
- Process
- Pace

User experience

- Adoptability
- Accessibility
- The mobile web

Advanced solutions

- E-commerce and advanced management
- Web applications

Maintaining your online presence

- Keeping it fresh
- Search Engines
- Social Media

Integrating your offline presence

- Building a brand
- Many parts of a body

No-one knows your business better than you it is a risky strategy to depend on outside contributors to make up for your lack of knowledge of the digital market.

ANTHONY LUXTON

Course Tutor



Anthony Luxton is the MD and founder of AFX Design Ltd (est. 2008), a digital design agency specialising in online activities. Before, that Anthony was a Problem Manager for EDS (a HP company). Anthony is an engaging speaker drawing from his real life experiences in working in the industry, and as

an academic with a BSc Hons in Computer Science and regular contributor to the Graphics and Web development industries online.



Really enjoyed Twitter conf. Look forward to other learning opps and networking..naturally!

-Wight Wedding Days



ABOUT AFX

Many businesses want to take their website to the next level. Many startups want an affordable website which has the flexibility to grow with their company. All businesses want to work with companies that put them first.

AFX Design are an affordable website development and design agency based on the Isle of Wight. We have the experience to help businesses evolve and get the most out of their online activities.

CONTACT US

If you would like to get in touch with us you can do so in the following ways:

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