

TRAINER'S MATERIALS

MODULE: COMMUNICATION KIT

TOPIC 1: WEB ANALYTICS.

THE SET OF EXERCISES FOR THE TRAINING SESSION

DURATION OF THE SESSION: 120 MINUTES

Time	Table of content	Exercises
10'	Introduction to the training	<i>No exercises for this part</i>
20'	Topic presentation	<i>Presentation of the topic to be displayed in ppt – (attachment) / or video /</i>
45'	Activity 1 - What's wrong with my website?	<i>Case study for group 1 Case study for group 2 Case study for group 3</i>
40'	Activity 2 - Paella Website	<i>Create a good website</i>
5'	Summary of the session	<i>No exercises for this part</i>

ACTIVITY 1 - LOOK AT MY WEBSITE

Make three groups to help website owners solve their problems. We are going to share 3 different situations of terrible websites and you should analyse the problem, discover which thing you could change to improve it, and try to do an easy design (hand made or using any app) to create a new and efficient image for the web.

GROUP 1 - NEWSPAPER

This company has done a website to publish different news about the city. They have done it by themselves and could not understand why they only have 200 visitors per week. They also sell newspapers, more than 5000 every day.

Every day analysis:

- Visitors: 23
- Subscriptions: 2
- Good opinions: None
- Bad opinions: 6
- Clicks to advert pages in the website: 2



GROUP 2 - SELLING CARS

Ling has a car company to buy and sell second hand cars. He has created a website to sell them all over the world but something is working wrong. He has only sold one to his brother...

Every day analysis:

- Visitors: 12
- Subscriptions: 1
- Good opinions: 1
- Bad opinions: 3
- Clicks to advert pages in the website: 2



Hi! I am Ling WAH! from Dragons' Den. I lease cheap new cars!

UPDATE... The latest car I've added is a Citroen Berlingo 1.6 HDI (75bhp) L1 625 Enterprise Van 1560cc Diesel at £203.99 inc VAT at 09:25 today - Ling

BRAND NEW!
Mercedes C-Class Saloon
LEASE THIS CAR! WAH!
£298.80 /mth inc VAT

CLICK HERE

WELL DONE SEH CROW ...but i could have done better

Showing:
 PERSONAL (inc. VAT)
 car leasing prices
 BUSINESS (ex. VAT)
 pricing HERE

AUDI LEASING

- A1
- A3
- A3 Cabriolet
- A4 Allroad
- A4 Avant
- A4 Saloon
- A5 Cabriolet
- A5 Coupe
- A5 Sportback
- A6
- A6 AllRoad
- A6 Avant
- A7 Sportback
- A8
- Q3
- Q5
- Q7
- RS3
- RS5
- S3
- S5 Sportback
- TT Coupe
- TT Roadster
- TT RS Coupe
- TT RS Roadster

BMW
BMW CAR LEASES

- 1-Series
- 1-Series Convertible
- 1-Series Coupe
- 3-Series Convertible
- 3-Series Coupe
- 3-Series Saloon
- 3-Series Touring
- 5-Series GT
- 5-Series Saloon
- 5-Series Touring
- 6-Series Convertible
- 6-Series Coupe
- 7-Series
- M3 Convertible
- M3 Coupe
- M3 Saloon
- M5 Saloon

Close (X)
Car Sales
 -- Offline
 Emma C
 -- Offline
 Ling V
Admin
 -- Offline
 Guy
 -- Offline
 Holly
 -- Offline
 Waj
 -- Offline
 Jon
Aftersales
 -- Offline
 Ling V
IT
 -- Offline
 James
 -- Offline
 Chris

GROUP 3 - JAMES BOND MUSEUM

The Swedish Government wants to open a new museum in the city centre. They are now creating a cool website on their own to attract people and sell tickets. Also, to make sure it will work they have done this design to show it to customers and know their opinion.

The qualification they have given to the page is a 3 out of 10. Nobody understands why...



ACTIVITY 2 - MY WEBSITE

The Spanish Government wants to create a website to promote paella all over the world. They want us to prepare 3 different purposes that will be voted later.

Make 3 groups and use any app (or by hand) to design a website. Remember to have a look at the participant’s book to get all the information you need to create the best website.

Show it to the other groups and vote for the best one.



