

# Website Best Practice Programme



*Get your website  
procurement ready*

Glasgow City Council is offering grant funded training support to help **eligible** Glasgow companies improve their chances of winning public sector contracts including the opportunities that will arise through Glasgow 2014 and beyond.

If your website is difficult to use, poorly designed, or has out of date content, it may fail to impress a potential public sector buyer.

A badly presented website may damage your company's chances of progressing to the next stage of the procurement process.

The Website Best Practice programme takes you through a consulting and training process that makes you aware of any weaknesses in your current website.

The programme will give you the skills and knowledge to resolve these issues through a combination of one-to-one support and group training. You will be able to market your business better online and increase the likelihood of you being successful in public sector procurement exercises.

The total cost of the programme is **£750 per company** however with a **50% Grant Contribution** from Glasgow City Council the net cost for each **eligible company** will be **£375** plus the VAT on the full £750 programme fee.

The Website Best Practice programme is only available to **eligible companies** operating within Glasgow city.

**“The participating companies on the Website Best Practice programme will benefit from expert support, which should ensure their business is showcased to maximise trading opportunities.”**

**ROBERT ANDREW,**  
SUPPLIER DEVELOPMENT PROGRAMME,  
GLASGOW CITY COUNCIL

**“We are delighted to offer grant funding support for a great programme to improve the competitiveness of Glasgow businesses.”**

**MARJORIE MILLER,**  
PRINCIPAL ADVISER TRAINING,  
GLASGOW CITY COUNCIL

**The programme will be delivered in three stages:**

### **Stage 1 - Website audit**

WebEnergy will conduct a best-practice Audit of your current website. You will get a comprehensive website audit report including screenshot illustrations of your website to demonstrate the main points being made.

### **Stage 2 - Website Best Practice Workshop**

The second stage of the programme will be a one-day group workshop to help you make your website 'procurement ready'. The workshop will be a practical hands-on session as you will have computer and internet access to potentially make immediate changes to your website or internet marketing activities.

### **Stage 3 - Ongoing Business Support**

After attending the workshop you will receive up to 3 hours of consulting, training and marketing support for the next 3 months. We'll ask you to produce an Action Plan of agreed activities and tasks, that the ongoing support will help realise.



**To be eligible for grant funded support, your company must normally:**

- Operate from business premises in Glasgow.
- Generate more than 50% of turnover from manufacturing or generate more than 50% turnover from outwith Glasgow. Proof of turnover certified by an external accountant, may be required.
- Employ less than 250 people worldwide.
- In all cases a company's ability to pay for the training themselves will be taken into consideration before approval is given.

Retail companies and companies trading locally i.e. within the City, are not eligible for support

The Website Best Practice programme is recruiting **NOW** and more information including online registration is available at:  
[www.web-energy.co.uk/websitebestpractice.aspx](http://www.web-energy.co.uk/websitebestpractice.aspx)  
or call 0141 227 2162.