



## **Kwikwap Basic Training**

### **Course outline for KW101 and KW102**

#### **Course restructuring**

We have completely restructured and upgraded the Kwikwap course, taking into account feedback and the many valuable inputs from past students. Due to many students commenting that the Kwikwap intro course is too intensive and too long, or that too much information is shared in too short a period of time, we have split the course into two sections, KW101 and KW102.

#### **Pace**

This will result in an easier pace at which the voluminous facts of the Kwikwap features are presented, allowing more time to be spent per topic. It will also make it possible to address specific questions, and advise attendees on problem resolution of these.

#### **Goal**

The two courses have been compiled with specific outcomes in mind, allowing the Kwikwap client to get to grips with the basic workings of the foundational aspects of the Kwikwap Web Development Tool in the first course, before presenting the more technical and involved features in the second course.

#### **Interactive**

Limiting the attendees to a maximum of 20 people will also allow more questions to be fielded, enabling the facilitator to spend more interactive time with all present. This should lead to the addressing of solutions more specific to the applications and focused business applications of Kwikwap clients.

#### **KW101**

In 101, the general idea is to enable the student to do the basics (adding new pages, especially Home page, About us, Products & Services etc.) doing formatting, inserting text, hyperlinks, etc. In other words, help them to get pages up in order to develop the basic website with relevant content.

#### **KW102**

Here we will address more advanced things like Basic business info, Communicate with customers, Additional pages, Analysis of traffic, Feedback, Newsletter etc. This allows expansion into the more powerful Kwikwap features once the basic website has been established.

<b>Topics covered</b>	<b>KW101</b>	<b>KW102</b>
Management Portal Login/out	x	
Help function	x	x
Feedback		x
Online Manuals	x	x
Admin & Reports - Business Info	x	
Admin & Reports - Domain & e-mail management	x	x
Admin & Reports - Website hits report		x
Admin & Reports - Search term used		x
Admin & Reports - Google Analytics		x
Admin & Reports - Legal & welcome e-mail	x	
Communicate with Customers		x
Look & Feel	x	
Value Added		x
Additional Modules - Products & Services	x	
Additional Modules - Forms / Survey manager		x
Additional Modules - Newsletter		x
Additional Modules - FAQ	x	
Additional Modules - Events Calendar	x	
Additional Modules - Specials & Promotions		x
Additional Modules - Data Sheet		x
Additional Modules - Additional pages		x
Additional Modules - Photo Gallery	x	x
Additional Modules - Documents & Brochures	x	
Additional Modules - Online Rental		x
Additional Modules - Custom page		x
Additional Modules - Member only area		x
Additional Modules - Forum		x
Additional Modules - Recruitment module		x
Additional Modules - Appointment booking system		x
Website Content - Editing box overview	x	x
Website Content - Home Page, About us, Contact us, Links	x	
Website Content - Announcement, Rename website links	x	
Website Content - Advertising	x	