



website**criteria**

Best practice guidelines for the Web

Ebusiness consulting

accreditation
training &
support
information

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Ebusiness consulting

accreditation, training &
support information

How many of your clients **should have** great websites?
How many have?

How much revenue have you lost because you can't offer ebusiness
advice to your clients?

How much ebusiness work have you handed over to others?

If you're advising your clients about their business but not their
ebusiness, then you're only doing half your job and losing revenue.

Imagine the revenue possibilities if you could give ebusiness advice.

One of Australia's leading ebusiness consultants, Steven Smith, will
train and accredit you in best-practice ebusiness processes and
advice. Tap into his expertise and experience and fast-track your way
to ebusiness consulting.

For less than you spend on the Friday afternoon office drinks in a year,
open up the world of ebusiness consulting.

**Contact us now to secure your place at the next training and
accreditation courses: steven@websitecriteria.com**

Against all advice from the marketing gurus, we reveal upfront what entering the world of
ebusiness consulting will cost individuals and organisations.

Year 1	Year 1
Core 4-day training and accreditation, paid prior to training	\$3,950 inc gst
Monthly support @ \$66, paid end of each month	\$792 inc gst
Year 2 and annually beyond	Year 2 +
Annual re-accreditation 2-day training, paid prior to training	\$1,750 inc gst
Monthly support @ \$66, paid end of each month	\$792 inc gst

Where two or more employees of an organisation gains accreditation, the individual
accreditation and monthly support fee is discounted 20% for each additional employee
accredited.

Recouping the fees you pay us

You will totally recoup the first year's accreditation fees and monthly support fee with just four
days of website consulting at \$150/hr.

In subsequent years, you only need to do about two days of website consulting at \$150/hr to
recoup the re-accreditation and monthly support fees.

Now prove the marketing gurus wrong and read on....

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Disclaimer

This document provides information about ebusiness consultant training and accreditation by Website Criteria Pty Ltd in Australia.

Every effort has been made to make this document as complete and as accurate as possible.

Website Criteria and the author shall have neither liability nor responsibility to any person or entity with respect to any loss or damages arising from the information contained in this document.

Accredited consultants should undertake such research as to satisfy themselves that there is a demand for their ebusiness-related products and services and that they have the requisite background skills, knowledge, aptitude and ethos to succeed as a website consultant.

Use of this document

This document may only be used for the purpose of determining whether you wish to undertake ebusiness consultant training and accreditation. You may share this document with partners and advisers via email or hard-copy.

We trust that you and those with whom you share this document will respect the confidentiality of the information, our copyright and intellectual property rights.

We reserve the right to change any details contained in this document without notice. So please ensure that this is the latest version of the document by comparing the version number in the page footer with the version available at <http://www.websitecriteria.com/consultants.html>.

All dollar amounts quoted in this document are Australian dollars.

Website Criteria in brief

Website Criteria Pty Ltd (WSC) is a company that researches and develops best practice guidelines for the Web. It accredits and trains people in applying the guidelines to Web-based projects.

The CEO, Steven Smith, has fifteen years' experience in ebusiness consulting through his consultancy firm, United Focus Pty Ltd.

WSC is a fiercely independent developer of best practice guidelines for the Web. It has no affiliation with Web solution providers and is not dependent on government, industry bodies or any other organisation for its funding. It is based in Adelaide, South Australia.



What is ebusiness consulting?

An ebusiness consultant advises clients about using the Internet to help them achieve their business goals.

An ebusiness consultant generally does not build or design a website. An ebusiness consultant specialises in the management of the client's ebusiness, not in the technology.

Ebusiness is not just about websites but about the entire online presence: the website or intranet, its presence on the Internet in blogs, social networking sites such as YouTube and Twitter and its Google footprint – the width and depth of pages listed in Google.

The ebusiness consultant advises on the ebusiness life cycle including:

- the business case for a website
- website development briefs
- online marketing plans
- search engine optimisation (seo)
- expert reviews of websites
- website usability advice
- information architecture design
- e-commerce advice
- website accessibility testing and advice
- content audits and advice
- website testing services
- facilitation of focus groups
- analysis and reporting on focus group feedback
- stakeholder engagement strategies – eg interviewing, forums, blogs

Our credentials

The credibility of WSC as a leader in best practice in the Web lies in the acceptance of its guidelines, tools and resources by business groups and governments across Australia and internationally. The CEO, Steven Smith, has substantial experience in advising on ebusiness and developing best practice ebusiness methods and resources. Our claim to developing and training people in website best practice is supported by the nature and range of our projects and clients.

- ✓ The **Australian Government's** ebusiness website www.e-businessguide.gov.au was written by Steven Smith. The processes, templates and approaches that accredited consultants are trained to use are based on the material in that website. This is indeed, best practice.
- ✓ The **South Australian Government** has mandated Website Criteria's *Website Writing Guide* as the writing guide for Government websites.
- ✓ The **World Health Organization** engaged Steven Smith to apply the website redevelopment process and WSC's user testing methods to a new website. A tailored version of the *Website Writing Guide* has also been prepared for WHO.
- ✓ Steven Smith wrote the book ***Living Websites – understanding the life cycle*** which has chapters covering much of the theory, approaches, tools and checklists that accredited consultants are trained to use.

- ✓ The Website Criteria Clutter Test and Website Benchmarking Database are unique tools producing data that define best practice in website usability and effectiveness. We compare 110 aspects of a website with all other sites in the database which tells us a site's ranking, where it is deficient and how to improve it.
- ✓ Our process for selecting Web developers and our advice on writing for government websites form two new checklists in the Website Better Practice Checklist series produced by the Australian Government Information Management Office (AGIMO). Steven Smith also reviewed all of the **website best practice checklists** for AGIMO.

Steven Smith is one of Australia's leading Internet consultants:

- ✓ his comments on ebusiness are cited in the **BRW, The Age and The Australian**
- ✓ he speaks at international conferences – eg **Montreal** and **Malta** – and has chaired conferences on website and intranet usability for the **ArkGroup** in Australia
- ✓ he has conducted workshops on many facets of the Web for **business groups** and governments all around Australia
- ✓ his documents and methods for managing the life cycle of websites are sought by clients such as **Elders Limited, Business SA, Austrade, ACT Tourism, National Museum of Australia, Wine and Brandy Corporation of Australia**
- ✓ he has guided **over 150 clients** through their website life cycle over fifteen years
- ✓ he has a long history – from the early 1980s – of **writing and teaching** about technology as an aid to learning and as a business tool.
- ✓ WSC's **absolute independence** imbues it with credibility. It has no affiliation with Web solution providers and is not dependent on government, industry bodies or any other organisation for its funding. It is a fiercely independent developer of best practice guidelines for the Web.
- ✓ Steven's previous career as an English teacher and head of IT at a leading independent school is very apparent in the quality of the course material and his delivery of the business training.

The benefits of ebusiness accreditation

Ebusiness consultants accredited by Website Criteria can expect to benefit from the training, on-going support, unique tools, resources and association with the Website Criteria brand in the following ways:

- gain revenue from ebusiness consulting – eg reviewing a website
- differentiate your company and services by offering an accredited service
- experience a safe, fast-track into ebusiness consulting – leverage twenty-five years' experience, product and process development
- access to tools, resources and research that will save you time
- use the Website Benchmarking Database to highlight how you can improve clients' websites
- improve the quality of your ebusiness advice, reports and recommendations
- improve existing client retention by offering them new services
- increase opportunities to cross-sell your other consultancy services
- help cash flow by adding ebusiness consulting to the spread of services offered.

The access to market research, numerous templates and sample documents, mean the ebusiness consultant accredited by WSC spends less time doing background work and more time chasing work and billing clients.

Working with WSC offers considerable time-saving so more time can be devoted to paid work.

Have you got what it takes?

Have you got the right background to be a successful ebusiness consultant?

Successful ebusiness consultants have the following characteristics:

- ✓ have a very healthy interest in the Internet without being zealots
- ✓ are very effective verbal and written communicators
- ✓ have a good understanding of how the Internet can help organisations
- ✓ have experience advising organisations about business processes and improvement
- ✓ have an enquiring mind and enjoy researching, facilitating and analysing
- ✓ are good at selling their services to existing and prospective clients
- ✓ have a website that ranks highly against the WSC benchmarking database within two months of undertaking the training.

Ebusiness consultant training and accreditation is appropriate for:

- ✓ business advisers
- ✓ marketing, advertising and public relations consultants and companies
- ✓ ICT consultants
- ✓ accountants
- ✓ financial advisers
- ✓ website consultants and developers
- ✓ graphic designers
- ✓ website or intranet managers in organisations
- ✓ consultants specializing in an industry sector – eg law, wine, transport, travel
- ✓ writers and editors.

Accreditation is appropriate for people who are self-employed, work in small to large organisations or are looking to establish their own consultancy business.

Website Criteria Ebusiness Affiliates

Individuals are accredited as ebusiness consultants. Organisations that employ one or more accredited ebusiness consultants automatically assume **Website Criteria Ebusiness Affiliate** status.

A **Website Criteria Ebusiness Affiliate** logo is provided that the organisation can display on its website and on ebusiness related reports, proposals etc. as appropriate.

Ebusiness training and accreditation course

1. Training agenda

When

The core accreditation training is conducted over four days, 9am – 5pm, either side of a weekend – ie Thursday/Friday - Monday/Tuesday. The course is offered in February, April, June, August, October and December. Dates are determined according to demand and venue availability. Please see the website for the latest details.

Where

The location of the training is subject to demand and venue availability. Please see the website for the latest details.

What

The four-day training course will be conducted by Steven Smith and will cover topics that are core to ebusiness consulting and can be put into practice immediately with your clients. The workshops will be a mixture of tutorial and presentation, illustrated by examples and case studies. There will be plenty of opportunity for interaction.

Ebusiness management advice

1. Defining ebusiness and the life cycle process.
2. Researching and developing a client's ebusiness plan and online strategy.
3. Advising client's on e-commerce models and approaches.

Ebusiness reviews and evaluations

4. Evaluating a client's website and use of the Internet.
5. Benchmarking a client's website and showing them where and how to improve it.

Ebusiness planning and development

6. Researching and writing a website (re-)development brief.

Ebusiness sustainability

7. Optimising content on a client's website to improve Google ranking.
8. Web 2.0 - if, how and when to use blogs, forums, Facebook, Twitter.

Managing your ebusiness consultancy business

9. Promoting your consultancy services and accreditation – eg via your website, writing proposals, e-newsletter
10. Working together, using the resources and sharing ideas.

The training fee includes a course manual. The documents we will be working with are available on the WSC extranet. This is sensible for the environment, for version-control and because you will want to work with soft-copies in Word, not hard-copies.

The training fee includes morning and afternoon tea and lunch. Participants will need to meet their own travel and accommodation costs and will need to bring a laptop with wireless connectivity to the Internet.

2. Benchmarking database reports and data

Our website benchmarking database is a unique and powerful tool for evaluating and ranking websites. For more about the benchmarking reports, see the website. We will provide benchmarking database reports at \$175 per report – a discount of \$120. WSC accredited ebusiness consultants can charge their clients the recommended fee for these reports.

3. License to use WSC products and intellectual property

- documents – eg templates, sample documents, fact sheets
- methods – eg how to research users' needs, how to evaluate clients' websites
- research – eg best-practice data from our benchmarking project, the content of the book Living Websites.

4. On-going professional development and support

The monthly fee not only gives accredited ebusiness consultants discounts on benchmarking reports for their clients, but also:

- access to all new templates and sample documents
- an enewsletter containing latest trends and hints and tips – eg new findings from the benchmarking database
- a blog for accredited consultants to share ideas
- password access to an extranet for easy access to the latest versions of all documents and templates.

5. Directory listing

WSC will list accredited ebusiness consultants on its website.

We are constantly promoting WSC nationally in order to develop the brand further and raise recognition of WSC in key markets. The WSC logo that appears on consultants' business cards, websites and proposals needs to convey confidence in the brand and be recognised in key markets.

6. Accreditation certificate

Everyone satisfactorily completing the four-day training course receives a certificate of ebusiness consulting accreditation and the logo in electronic form for inclusion on their website, proposals, reports and stationery.

Additional training and support

Additional training and accreditation is available to accredited ebusiness consultants for an additional fee. The additional courses would be held over one or two days on the following topics.

- Online marketing plans
- Writing for the Web
- Selecting Web developers
- Project-managing website developments
- User testing - conducting and reporting
- Workshop presenting – how to deliver workshops on ebusiness
- Running a successful consultancy business – management, marketing, how to win work

Mentoring

For an additional fee, accredited consultants can seek mentoring and support in areas such as:

- advice on how to promote yourself
- feedback on your proposals, reports and presentations
- advice on undertaking consultancies – eg how to go about a difficult website evaluation
- support at interviews with potential clients.

Annual re-accreditation training

Annual re-accreditation training is required to maintain accreditation. This is a two-day course that must be undertaken within two months after each 12 month period has expired. Apart from up-skilling, it provides an opportunity for accredited consultants to network, share their experiences, tools and resources.

What might ebusiness consultants earn?

The potential earnings from ebusiness consulting depend on many factors, some of which are:

- how many hours a week you devote to it
- the potential for cross-selling with your other consulting work
- how effective you are at winning work
- how effective and efficient you are at doing the work
- the extent and nature of your existing or potential client-base.

While these and other factors differ from person to person and organisation to organisation, potential gross income ranges can be deduced via simple calculations based on some known facts and by applying some 'what if' scenarios.

We know that website consulting fees, like most other areas of consulting, are usually calculated on an hourly rate. Business and website consultants in Australia generally charge anywhere between AUD\$125 to AUD\$250 an hour ex gst.

Many experts on managing consultancy businesses (eg David Maister) suggest that an experienced consultant working for themselves could expect to bill 40% - 50% of their time in a normal working week of 40 hours. The remainder of the hours are consumed by marketing, administration and professional development.

Estimating gross income

The table shows the potential gross income (not profit) that someone might earn per week and per year from ebusiness consulting under various scenarios of average hourly rate and average weekly hours billed.

billable days per week	Hourly rate - \$125		Hourly rate - \$150		Hourly rate - \$200	
	weekly	annual	weekly	annual	weekly	annual
.5 day	\$500	\$24,000	\$600	\$28,800	\$800	\$38,400
1 day	\$1,000	\$48,000	\$1,200	\$57,600	\$1,600	\$76,800
1.5 days	\$1,500	\$72,000	\$1,800	\$86,400	\$2,400	\$115,200
2 days	\$2,000	\$96,000	\$2,400	\$115,200	\$3,200	\$153,600
2.5 days	\$2,500	\$120,000	\$3,000	\$144,000	\$4,000	\$192,000

Assumptions and notes on the table:

- it is a 40-hour working week and a 48 week working year – ie 4 weeks' holiday
- the hourly rate is the same throughout the year and for all ebusiness jobs
- the hourly rate ranges from \$125 to \$200 which may differ according to individual circumstances
- the hours worked per week ranges from 4 to 20 which may differ according to individual circumstances
- there may be other consulting activities competing for the consultant's time
- the table does not imply that a WSC accredited consultant will achieve the billable days per week or his or her clients will accept a particular hourly rate – these figures are provided by way of 'what if' scenarios.

Normally, anyone new to consulting would bill a low percentage of the hours they actually work because they are busy developing templates, tools and processes and marketing themselves. But this is where being a WSC accredited ebusiness consultant really pays-off. The templates, tools and processes are already developed so you can start chasing work and, hopefully, billing sooner.

Website benchmark report revenue

The benchmarking reports retail at \$295 inc gst. We charge you the discounted rate of \$175 inc gst. You can choose to charge a client the RRP or discount it for them.

For example, if you commissioned from us one website benchmarking review per fortnight and charged the client the RRP, your annual revenue from this source would be \$3,120.

Our fees

Like any professional accreditation, website consulting accreditation involves initial core training followed by on-going professional development and support. All dollar amounts are in Australian dollars.

Core accreditation training

There is a one-off fee of \$3,950 inc gst for the core accreditation training. This is less than most companies spend on Friday afternoon drinks in a year!

This covers four days' training and a license to use the processes and documents as described in this document. Full payment must be made prior to attending the training. The training fee includes morning and afternoon tea and lunch. Participants are to make their own travel and accommodation arrangements and meet such costs.

Monthly support and professional development

There is a monthly fee of \$66 for on-going support. This maintains your accreditation and covers access to the benchmarking reviews at the discounted price, and professional development tools and resources only available to accredited consultants – eg templates, samples and research.

Annual re-accreditation training

This is required to maintain accreditation and license to use Website Criteria's intellectual property. Re-accreditation requires attending a two-day course for \$1,750 inc gst. It will cover a range of topics appropriate to ebusiness consultants with a year's experience looking to up-skill and develop new ebusiness consulting services. It is offered under the same conditions as the core accreditation training.

Fee summary

Year 1	Year 1
Core 4-day training and accreditation, paid prior to training	\$3,950 inc gst
Monthly support @ \$66, paid end of each month.....	\$792 inc gst
Year 2 and annually beyond	Year 2 +
Annual re-accreditation 2-day training, paid prior to training	\$1,750 inc gst
Monthly support @ \$66, paid end of each month.....	\$792 inc gst

Discount

Where two or more employees of an organisation gains accreditation, the individual accreditation and monthly support fee is discounted 20% for each additional employee accredited.

Recouping the fees you pay us

You will totally recoup the first year's accreditation fees and monthly support fee with just four days of website consulting at \$150/hr.

In subsequent years, you only need to do about two days of website consulting at \$150/hr to recoup the re-accreditation and the whole year's monthly support fees.

Maintaining standards

Ebusiness consultants, accredited and trained by WSC are expected to:

- ✓ conduct themselves in a professional, honest and credible manner
- ✓ be active in promoting their ebusiness services and the benchmarking reports
- ✓ undertake professional development appropriate to ebusiness consulting
- ✓ contribute to WSC's body of knowledge and products
- ✓ display the Website Criteria Ebusiness Accreditation logo on their website, proposals and reports as appropriate – likewise for organisations who are to display the WSC Ebusiness Affiliate logo
- ✓ be active users of Web technologies.

It's your reputation and ours

Are you proud of your reputation and don't want it damaged by association with an organisation that is unprofessional and lacks integrity? We know how you feel. Nor do we.

The testimonials and the caliber of clients and projects cited in this document indicate that Steven Smith and Website Criteria have demonstrable integrity. We trust that an ebusiness consultant's reputation will be enhanced by association with WSC.

Our reputation is as important to us as yours is to you.

Should an accredited ebusiness consultant or WSC Ebusiness Affiliate prove to act in a manner that brings Website Criteria's name into disrepute, their accreditation or affiliate status will be revoked. Access to the extranet and use of the logo will be revoked, their name removed from the directory of accredited consultants. Re-accreditation may be possible.

Testimonials

These testimonials speak to the credibility of the processes and materials that you will have access to as an accredited ebusiness consultant and to the personal credibility of Steven Smith.

"Having worked with Steven Smith over a number of years, I have always been impressed by his insight into website strategy and his passion for devising solid, repeatable, strategic processes and measurement systems for developing and maintaining compelling websites for organisations. Website Criteria is the manifestation of this passion and vision and I highly commend it."

Bruce Linn, former CEO of Finlaysons Lawyers and former Executive Director of EDS Australia.

"Steven Smith's workshops at the Museums and the Web conferences were among the most enthusiastically received professional training options we've ever offered. Attendees were unstinting in their praise of the planning perspective they were taught."

David Bearman, Conference Co-Chair and Director, Archives & Museums Informatics, USA

"Steven is a dynamic presenter who provided our clients with valuable and more importantly usable information to enhance their business."

Mary Doherty, Business Development Manager, Australian Business Limited

"Steven has conducted a number of in-house Writing for the Web workshops for Finance. Participants reported that they found the training excellent as it gave them the tools and confidence to structure information for the web. It was highly relevant with plenty of examples tailored for our organisation to convey the key concepts clearly."

Web Services, Department of Finance and Deregulation, Australian Government

"In the fast moving world of web based strategies Steven has provided invaluable advice to my own organisations and those of my clients. Just as importantly he is a pleasure to deal with!"

Duncan Hart LLB MBA, Duncan Hart Consulting

Want to know more or book your place?

Give Steven Smith a call now: 0411 243 906

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