BUILDING A WEBSITE
FOR SMALL BUSINESS USING AI

3-Day Course



INTERNATIONAL TRAINING INSTITUTE

Course Overview

Today, customers search online before they visit, call or buy. A business without a website is easy to miss. This course teaches participants how to plan, build and launch a professional website for their business using AI, even with no coding experience.

The course starts with the foundations. Participants will learn the different types of websites, how websites work, and the basic concepts behind web pages. They will then plan their own website, sketch the layout and create a template that suits their business.

From there, participants will use AI tools to turn their template into a complete, mobile-friendly static website. They will then move on to dynamic websites, learning the basics of databases and how to build a website that stores, manages and displays business information and handles enquiries, bookings and orders online.

Participants will not just copy what AI gives them. They will learn to understand, review and adjust the code, so they stay in control of their website and can keep improving it after the course.

As a bonus, the course covers the key security points to consider when building a website, and participants will be guided through hosting their website and making it live.

All training is hands-on and practical. By the end of the course, participants will have a working website for their business and the skills to manage and grow it.

Learning Outcomes

By the end of this course, participants will be able to:

1. Understand the importance of a website for a small business
2. Identify the different types of websites and how they are built
3. Understand basic web programming concepts
4. Plan, sketch and create a website template for a business
5. Use AI tools and effective prompts to build web pages
6. Build a complete, mobile-friendly static website
7. Understand the basics of databases and how to link tables
8. Build a dynamic website that stores and manages business information
9. Apply key security practices when building a website
10. Host a website and make it live online

Module 1: Understanding and Planning a Business Website

Topics Covered:

- Understanding the importance of a website for a small business
- Types of websites and their purpose
- How websites work: domains, hosting and web browsers
- Overview of website technologies: languages, frameworks and website builders
- Basic web programming concepts
- Understanding how web pages are structured and styled
- Choosing the right way to build a website
- Planning website goals, target audience and content
- Structuring website pages and navigation
- Sketching website layouts and wireframes
- Creating a website template for the business

Learning Outcome:

Participants will understand the different types of websites, the basic concepts behind how web pages are built, and will be able to plan, sketch and create a website template for their business.

Module 2: Building a Static Website with AI

Topics Covered:

- Understanding static websites and when to use them
- Introduction to AI tools for website creation
- Writing effective prompts to generate web pages
- Turning the template into a working static website
- Creating the home, about, services and contact pages
- Structuring page content
- Styling pages: layouts, colours and fonts
- Adding images, icons and videos
- Creating navigation menus and linking pages
- Making the website mobile-friendly
- Reviewing and improving AI-generated code

Learning Outcome:

Participants will be able to use AI tools to build a complete, mobile-friendly static website for their business, and understand how to review and adjust the code behind it.

Module 3: Building a Dynamic Business Website

Topics Covered:

- Understanding dynamic websites and how they differ from static websites
- Introduction to databases and how websites use them
- Creating database tables and storing data
- Understanding keys and linking related tables
- Connecting the website to a database
- Creating forms to collect and save information
- Displaying content from the database on web pages
- Adding, updating and managing website content
- Accepting enquiries, bookings and orders online
- Managing business listings and offerings

Learning Outcome:

Participants will understand the basics of databases and dynamic websites, and will be able to build a business website that stores, manages and displays information and handles customer interactions online.

Bonus Module: Website Security and Hosting

Topics Covered:

- Understanding common website security risks
- Key security considerations when building a website
- Protecting the backend and database
- Securing forms and user input
- Managing passwords and access securely
- Understanding web hosting and domain names
- Choosing the right hosting for your business
- Hosting your website and making it live

Learning Outcome:

Participants will understand the key security points to consider when building a website, and will be guided through hosting their website and making it live.

Practical Activities

Participants will work on their own business website throughout the course. Activities will include planning and sketching the website, creating a template, building static and dynamic pages with AI, setting up a database and preparing the website for hosting.

Who Should Attend?

- Small business owners and entrepreneurs
- Start-ups and people planning to start a business
- Marketing and administrative staff
- Staff responsible for a business or organisation website
- Students and graduates seeking practical skills
- Anyone who wants to build a website without prior coding experience

Prerequisites

No prior coding or website experience is required. Basic computer and internet skills will be helpful.

Course Duration

- Duration: 3 Days – 9:00 AM to 4:30 PM
- Mode: Face-to-face / Instructor-led
- Includes hands-on practical sessions

Certification

Participants who successfully complete the course will be awarded a Certificate of Attainment.