



User Guide

For YourCourseSearch.com

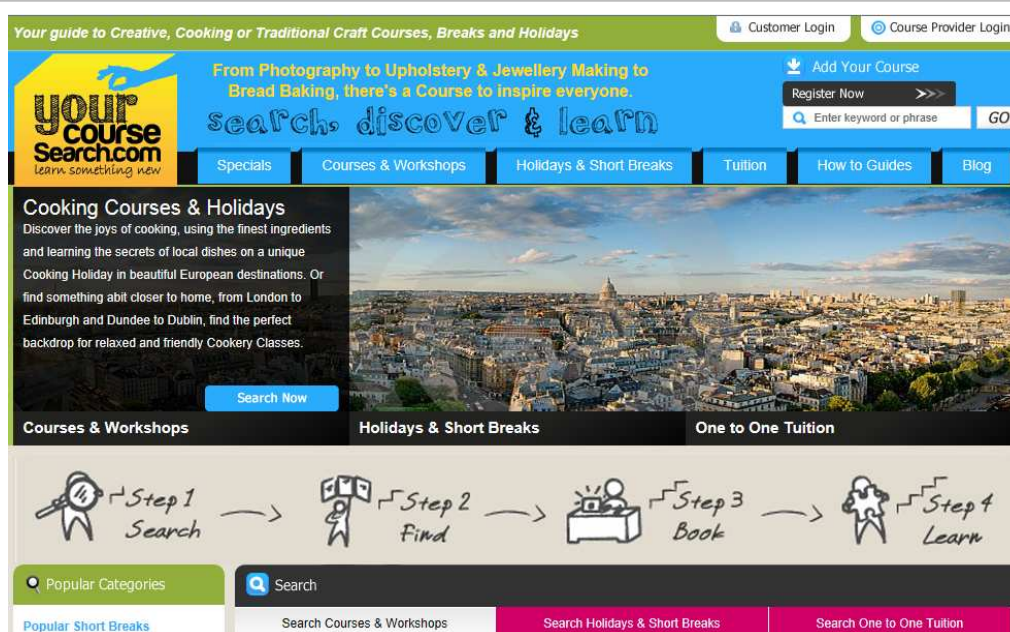
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Course, Workshop & Tuition Provider User Guide

Thank you! for signing up with YourCourseSearch.com! You're part of over 1000 Course, Workshop & Tuition Providers who have already signed up to show their interest in our new website!

This guide will give you an overview of how the site can help you and your business, and also assist you with your account setup on YourCourseSearch.com



Who are we?

First of all, who are we? YourCourseSearch.com is a site that has been created to help you! We're not like any old directory website, in fact, we don't like to be classed as just a directory site; instead we want to think of it as the next best thing to meeting your customer's in person! We want to inject a new take on learning craft, cooking and creative courses by providing a fantastic site with great courses and content to engage users to enquire or book from you!

We are a niche website directory

Unlike most other directory sites, we don't let "anyone" promote themselves on the site, we only allow businesses in the Craft, Cooking or Creative sectors to promote themselves on the site. [See the Categories we allow here.](#)

Secondly, the site is strictly only for Course, Workshop, Learning related Holidays and Tuition Services. We are the site people come to for recreational related subjects in the UK, Ireland & Europe.

All this means that our audience is highly targeted towards your business; they are actively looking for either a

Course, Workshop or Tuition in Craft, Creative or Cooking, and that's where you come in!

Brought to you by...

YourCourseSearch.com was founded in 2011 by Elliot Meads to fill the gap in finding Course's, Workshops & Tuition in the Craft, Cooking and Creative industries.

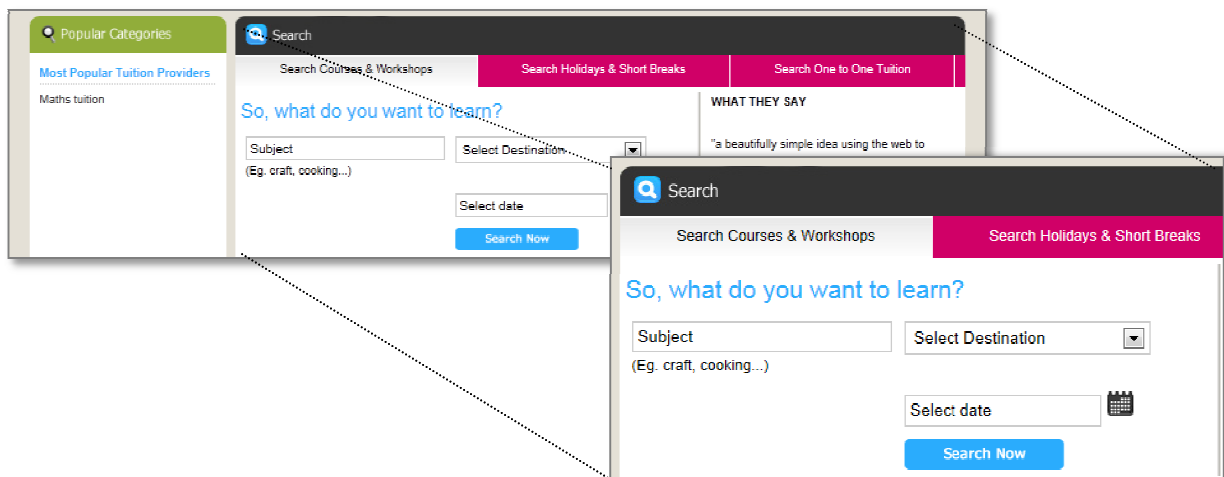


Image: Search box from website

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*"YourCourseSearch.com is
Different" – Elliot Meads,
Director.*

Here's why we're different! -

1. Highly Targeted Audience

Our site attracts people who want to Search and Book recreational subjects! People who come to our site are in the mind set to learn something new, or take things a bit further and increase their knowledge, we allow them to easily find what you have on offer and allow them to easily enquire or book from you!

Our site users are actively looking for – Art Courses, Craft Courses, Dance Courses, Fashion & Design Courses, Food & Drink Courses, Garden & Horticultural Courses, Home Interior Courses, Music Courses & Ecological Courses.

2. Visually Appealing website

We've spent a lot of time developing our site with the user in mind; we hope this shines through from our easily recognisable brand and visualizing images to engaging "How-to-Guides" and "Blogs".

3. Nifty Search Functions

Users need to be able to find you! We have a great way for people to find you with our Search & Refine tools to get an exact match.

4. Online Booking

Studies show that users are 3 times more likely to make a booking if you keep the customer on the site. We work with PayPal™ and Google Payments™ to allow you to accept bookings online.

We know not everyone wants this option so you can decide whether or not you want to use this feature when submitting to the site.

5. No Commission

Unlike other sites, we charge you no commission on all the sales that you make through the site which means you can keep your budget under control.

6. Course Management

You can use our Course Management system to help you manage how many places are left on a particular course and even send out text messages to remind your customers of their booking date. (This feature is an option which you don't have to sign up for.)

7. Social Connectivity

We think social networks such as Facebook™ and Twitter™ are an important aspect to modern business, that's why we've integrated them into our website.

8. Reviews & Ratings

Users are far more likely to go ahead and book or enquire when they have read reviews from your past customers. We encourage your past customers to write a review to build up a good customer relationship with new and old customers.

9. Fair Pricing Plans

We've tried to come up with a pricing structure that is suitable for everyone, and not a one size fits all approach.

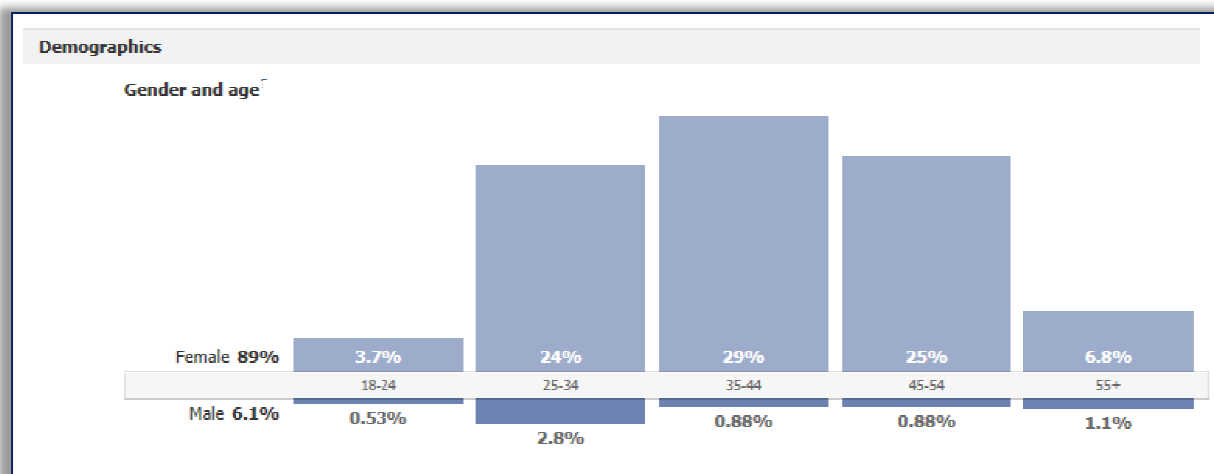
10. We're NOT a Faceless Business

You can talk to us direct or email us; we even have an online chat support system in place which means you can talk to a live operator, (live chat times will vary) but we are always on hand to help out!

11. National Advertising Campaigns

Jump on the back of our national advertising campaigns and generate your business extra exposure. In the run up to our launch the site has already gained a significant amount of media interest from well known TV celebrities, newspapers, blogs and other websites.

Our Site Demographics – For Craft Courses alone



We've done our Research

Throughout our research, we've collected quite a bit of data about our target audience, above shows the demographics for people looking for Craft Courses only. We've done a lot of research to determine who our target market is for the different categories we provide, this means our website is designed with the user in mind and keeps them engaged when browsing the website, all this means better results for you!

Categories

Art & Design Courses

» All Art & Design

» Calligraphy

» Drawing

» Mixed Media

» Other

» Painting

» Photography

Craft & Creative Courses

» All Craft & Creative

» Aromatherapy

» Book Binding

» Candle Making

» Ceramics

» Enamelling

» Engraving

» Etching

» Floristry

» Furniture

» Glass

» Jewellery Making

» Leatherwork

» Metal Work

» Other

» Paper Crafts

» Picture Framing

» Pottery

» Printmaking

» Rural Crafts

» Sculpturing

» Soap Making

» Textiles

» Toy Making

» Wood Work

» Writing

Dance Courses

» Ballet

» Belly Dance

» Contra Dance

» Country & Western

» Flamenco

» Folk Dance

» Hip Hop

» Jazz

» Latin Dance

» Modern

» Other

» Swing

» Tap

Ecology Courses

» Conservation

» Ecology

» Other

» Permaculture

» Recycling

» Renewable's

» Restoration

» Sustainable Living

Fashion Courses

» Bag Making

» Dress Making

» Fashion Design

» Knitting

» Millnery

» Other

» Sewing

» Weaving

Food & Drink Courses

» African

» Bread Making

» Brewing & Beverages

» Butchery

» Cake Making

» Charcuterie

» Cheese Making

» Chefs Training

» Chinese

» Chocolate

» Classic

» English

» Entertaining

» Fish

» French

» Fusion

» Game

» Indian

» Irish

» Italian

» Japanese

» Mediterranean

» Middle Eastern

» Modern

» Oriental

» Other

» Pastry

» Preserving

» Puddings & Desserts

» Scottish

» Skills

» Spanish

» Sri Lankan

» Sugar Craft

& Decorating

» Thai

» Varied

» Vegetarian

» Welsh

» Wine Tasting

Garden & Horticulture Courses

» Floristry

» Garden Design

» Garden Flower Growing

» Growing Organic

» Herb Growing

» Other

» Vegetable Growing

Home Interior Courses

» Curtain Making

» Cushion Making

» Home Improvement

» Lampshade Making

» Other

Music Courses

Pricing Plans

We've tried to come up with a pricing scheme which is fair for everyone, whether you hold one course a month or have over 40 a month; we have a plan to suit everyone, instead of one plan to fit all.

To decide which plan is best for you, have a look at what you provide. Different plans allow you to list and promote different things, have a look at our pricing table below or go to our [Pricing Page](#).

	tuition only	mini	pro	pro plus
choose your plan	£3 per month	£5 per month	£10 per month	£15 per month
Different Courses	N/a	6	Unlimited	Unlimited
Submit & promote holidays	No	No	Unlimited	Unlimited
Promote Private Tuition	Yes	No	Yes	Yes
Search Results Position	Standard	Standard	High	Top and Featured
Appear in Featured items	No	No	No	Yes
Calendar of your events	No	Yes	Yes	Yes
Booking enquiry form	Yes	Yes	Yes	Yes
Accept online payments	No	Yes	Yes	Yes
Use our booking system	No	Yes	Yes	Yes
Review and rate	Yes	Yes	Yes	Yes
Unique login	Yes	Yes	Yes	Yes
Unlimited text	Yes	Yes	Yes	Yes
Pictures	1	3	6	9
Contact details	Yes	Yes	Yes	Yes
Location map	Yes	Yes	Yes	Yes
Marketing	Website only	Website only	Website only	Social media & website

For Tuition Providers –

If you only provide tuition services, promote yourself on the site at a reduced rate. What you get?

Highly targeted audience	✓
Unlimited text	✓
Photo	✓
Contact Details	✓
Enquiry Form for Bookings	✓
Opportunities to work with us teaching your chosen subject(s)	✓
And more	£2.99 a month or £29 per year

Still not sure?

If you're still not sure which plan would suit you, get in touch with us for advice on which plan would be best for your business. Email us at info@yourcoursesearch.com and we'll be happy to help you.

Payment Breakdowns

To see what great value we provide, take a look at these figures below to put things into perspective.

Plan		Price	Price Per day
Mini	Monthly Plan	£5	£0.16p
	Yearly Plan	£45	£0.12p
Pro	Monthly Plan	£10	£0.33p
	Yearly Plan	£60*	£0.16p*
Pro Plus	Monthly Plan	£15	£0.49p
	Yearly Plan	£160	£0.44p
Tuition Only	Monthly Plan	£3	£0.10p
	Yearly Plan	£29	£0.08p

*Introductory offer – ends October the 31st

All our plans are below 50 pence per day!

Chosen a plan?

Once you've chosen a plan, the next step is to go to www.YourCourseSearch.com and select your chosen plan. You then need to decide whether you want to pay monthly, or pay yearly (which will allow you to get a discount). See our breakdown payment table above to help you decide.

Marketing Opportunities

Along with listing and promoting your Courses, Workshops or Tuition on our site, we also have a range of opportunities on top of this to increase your marketing. Listed below are just some of the ways we can help –

How to Guides

Our website has a section dedicated to How-to-Guides, this popular part of the website allows users to find out more about a particular subject they perhaps don't know a lot about or just want to find out more. In each guide, we try to list providers who are already signed up to YourCourseSearch.com who teach the specified topic. We also accept guides which are submitted by our providers if they meet our conditions. If you would like to submit a How-to-Guide to the site and promote yourself at the same time, contact us at admin@yourcoursesearch.com.

Email Alerts

A good way of letting people know about the Courses & Workshops available in their area is from our email alerts. These emails aren't sent randomly to people who may not be interested in the content we are sending. Our emails are sent to people who have subscribed to our mailing lists! One of the advantages of our email shots are that they only show location based content. In other words, they only get sent things that are in their area, this drastically increases the chance of a user finding out more about you and booking or from you!

Newsletters

We have over 2,500 email subscribers who are interested in finding course's, workshops or tutoring with us!

Like our email alerts, these are only sent out to people who have subscribed to our mailing list.

Social Marketing

We make every effort to maintain a good relationship with our customers who use social networks whilst forming new customer relationships at the same time. Social networking is at the core of our website which allows your content and courses to reach even further which improves the chances for people to book or enquire from you.

Network statistics -

Total Facebook™ likes – 1000+ (before our website even launched!)

Twitter™ Followers – 350+ (before launch)

Selected courses and workshops that you add to the site will be promoted though our social network sites when you sign up to gain you extra exposure.

All our social network followers are highly targeted which we have gained through our paid adverts. We hope to rapidly expand our social network with the launch of our site.



Competitions

We always like to give our customers the chance to win something! And at the same time, promote your business. We have teamed up with a few competition experts to

Blog

Our blog is updated on a regular basis and provides an opportunity for our course providers to be promoted in conjunction with our articles.

Featured Places

Throughout our website you might have seen some prime places (featured places) promoting our clients. These are in prime positions to ensure you get seen quickly!

FAQ'S

How much does it cost?

Check our [Pricing Page](#) to see the full details and plans you can take out.

If listing is Free, what's the catch?

There is no catch, but Free listings are limited to Charities and not for profit organisations. We also offer free listings to users who have courses or workshops which are less than £15 to attend. If any of your courses or workshops throughout the year are over £15 the Free listing opportunity will not be available. If you think you qualify for Free listings, please email us at admin@yourcoursesearch.com.

Who is YourCourseSearch.com?

Quite simply, YourCourseSearch.com matches Course providers with people looking for Courses. Founded in 2011 by Elliot Meads, yourCourseSearch.com sets out to become the site to go to for finding Courses, Workshops & Tuition in the Craft, Cooking and Creative industries.

YourCourseSearch.com is always keen for feedback from Course, Workshop & Tuition Providers and is constantly evolving to meet your needs. In return, we'll give friendly help and support when you ask for it.

The company is based in the South West of England. Read more at our [about us page](#).

How do I contact you with other questions?

We're very happy to answer any other questions or comments – please email us at hello@yourcoursesearch.com. You can also send us problems with the site or ideas for how to improve via our feedback form which is located on the left side of every page, or alternatively call us on 0843 2896457.

What can YourCourseSearch.com do to generate me more business?

We are not any old directory site, in fact, we don't like to be classed as just a directory site; instead we want to think of it as the next best thing to meeting your customer's in person! We want to inject a new take on learning craft, cooking and creative courses by providing a fantastic site with great courses and content to engage users to enquire or book from you!

YourCourseSearch.com gives you immediate access to thousands of people looking for Course's, Workshop's or Tuition by matching their exact criteria to give highly targeted results, and to capitalise on our national marketing campaigns.

The more information you add to your listing, the more potential bookings you'll receive. You can also get the chance to be featured in our [blog](#) or [how-to-guides](#) which can gain you extra exposure.

Can I promote special offers and late availability?

Yes – you can promote late availability on all our plans, when a user performs a search on the site, they can choose whether they want to view the courses which are ending soonest first, this means your course will be at the top of results!

We're always on the lookout for the best deals to promote to our subscribers and social media followers and to the media. Just list them on our site and you never know, you might end up in the newspapers!

You can also add special discounts to your Course or Workshop and not only will they show the cheapest price first if a user refines their search for "cheapest first", but we'll also feature the discounted course on our "[Specials Page](#)".

I already have online booking on my website - why do I need yours? And how do I know the customers wouldn't have come to my site anyway?

Many of our bookable Courses also take online bookings via their own websites - in the same way that companies like BA, Hilton and Virgin still use lastminute.com and Expedia, even though they take online bookings direct. Our online booking options complement your own online booking system by acting as an extra sales channel, and will bring you customers who are unlikely to have come across your site otherwise. We will help especially with late-availability offers - a similar service to LateRooms and lastminute.com in the hotels market. Our media profile and marketing activity mean that you can be confident of attracting new customers, rather than customers who would have booked with you anyway. With our paid listings attracting 40x more traffic than free listings, upgrading to a paid plan on YourCourseSearch.com allows you to capitalise on our traffic and national media coverage.

While many customers may be finding out about your site themselves, thousands more want to search availability or late deals at multiple sites on a regional basis, or look for sites matching several criteria - such as courses for beginners, disabled access, or proximity to a certain location - and make the booking on the same website. Our figures show that YourCourseSearch.com users are three times more likely to book if the Course is bookable on YourCourseSearch.com, compared to forcing a user to click away to another website.

Contacting a list of individual sites about availability can take days and many users won't wait, especially at the last minute. It is these additional customers that YourCourseSearch.com provides access to. Just as many people will no longer spend time phoning around airlines and hotels to check availability, our users want to search and book courses in one place.

If my details change in the future, how do I change them?

Easy - Simply log in to your Provider Portal and enter your registered email address and password.

My business has received a negative review, how can I remove it?

Our user reviews are intended to provide another perspective on our listed courses. Negative comment is inevitable in any worthwhile reviews system and we hope that course providers will treat constructive criticism as just that. Although we don't remove reviews simply because they are negative, we recognise that not all reviews are genuine or accurate. You can ask us to remove reviews that are fictitious, personally insulting or factually incorrect by emailing us at admin@yourcoursesearch.com.

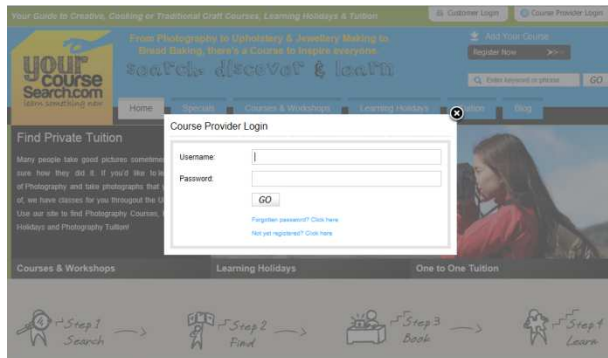
How do I cancel my subscription to YourCourseSearch.com?

If you would like to cancel your subscription with YourCourseSearch.com, just login to your PayPal™ account and click on Manage Subscriptions where you can cancel the payments at any time. Alternatively, if you have purchased a yearly plan we cannot offer a refund on this payment format for the year you have paid for, however, we will not take any further yearly payments for the following years.

Getting Started - Tutorial

This section explains how to get started with YourCourseSearch.com and start adding your Courses, Workshops or Tuition Services to the site.

First of all, you are going to have to choose a payment plan which best suits your needs.



Step 1. When you have selected your plan, you need select “Course Provider Login” at the top right of every page and enter your login details.

Step 2. You will now be taken to your personal dashboard, from here you can edit your profile and submit your Courses, Learning Holidays or Tuition (depending on the plan you have chosen). For example, click on “Manage Courses” to add or edit a course. You will also notice we have live chat support available to all our members; feel free to contact us through the live support if you have any questions or issues.

Step 3. When you have chosen what you want to submit to YourCourseSearch.com, you will be taken to a page to fill out the necessary details like date, description, costs, images etc of your Courses, Learning Holidays or Tuition Services. All you need to do now is to submit your completed form to our website and allow people to enquire or book from our website, it’s that simple!

Register with us now to receive a 1 months FREE trial with us!

