

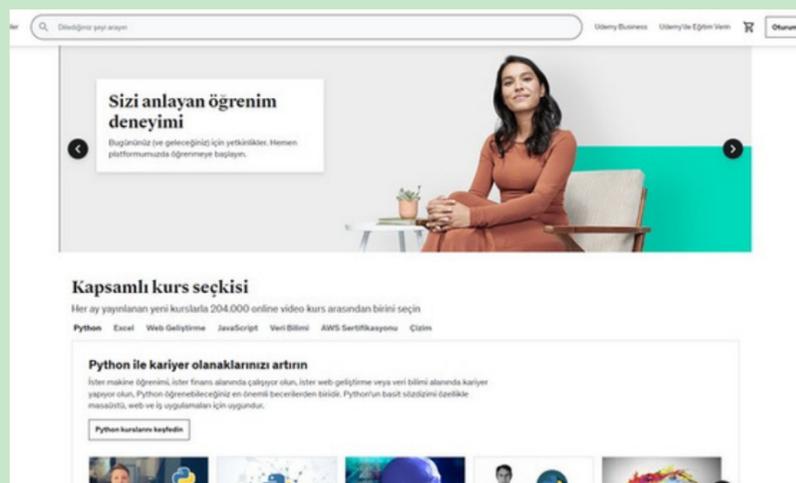
EXAMPLE ON HOW TO PROMOTE A TRAINING OFFER VIA A WEBSITE

This example is about a website called Udemy, which is the world's most popular distance learning platform, educating millions of students with more than 100,000 course options on a wide range of subjects. The site offers a wide range of courses suitable for both adults and young people. The Udemy online education platform provides the opportunity to take courses in different categories from business to software development, finance and accounting to IT and software, office productivity to personal development, design to marketing, photography to music, health and sports to academic education.

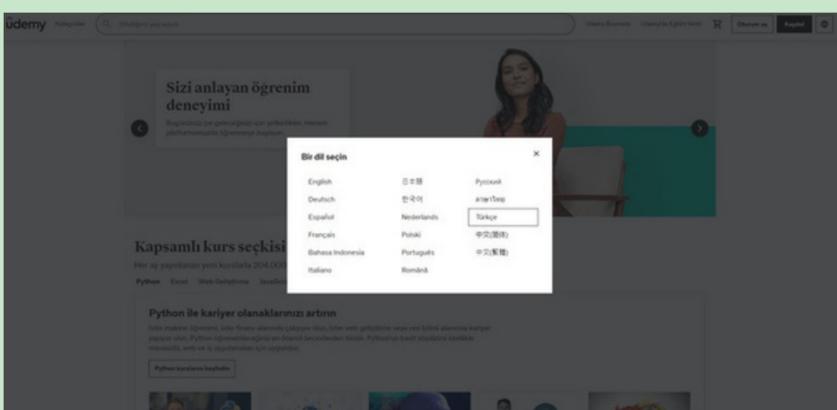
We are presented with a very clean and understandable homepage. Lessons are organized by categories and there is a slider with high resolution images.



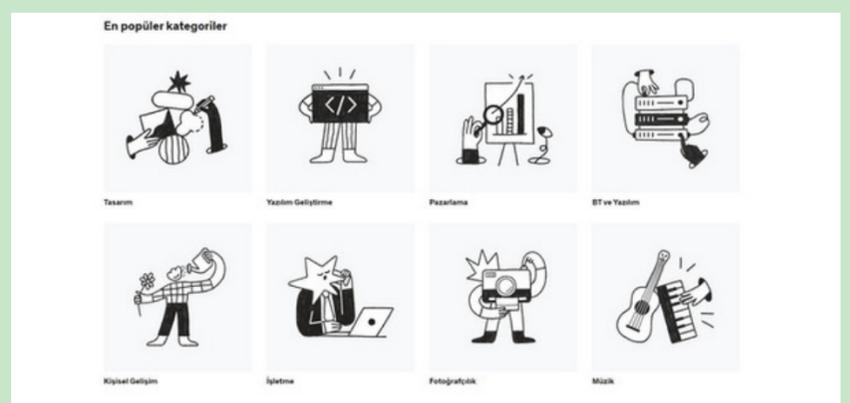
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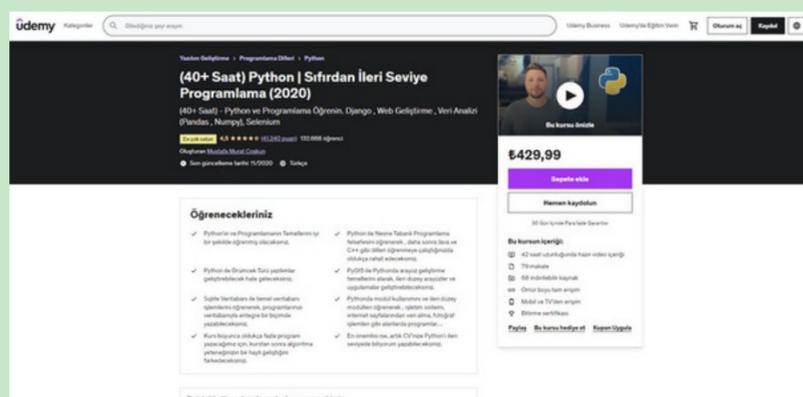
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3



4



1

The banner with introductory information that increases your motivation and trust in the organization attracts your attention at first glance.

2

17 different languages, which reinforces the feeling that the user is dealing with a true global education project.

3

Stylized and functional category visuals both attract the user's attention and make it easier for the user to access the desired educational material.

4

Details such as the course content, the skills the participant will acquire at the end of the training, the course fee, etc. are given to the user in full detail before the purchase. In this way, the user is sufficiently informed before the training and knows what they will get for the price they pay. This helps to gain the trust of the participant.

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