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- 23/02/2016

 **On the Horizon - Our New Web Site**
 Having focused our attention on both our clients and our group community web site Learnbusiness.com over the last 2 years, we are now working on our content enhanced mobile responsive Echo E-Business web site. Watch out for upcoming news.
- 13/01/2016

 **E-Business Predictions 2016**
 Our CEO Deborah Collier has launched her predictions for e-business in 2016. Deborah has published her e-business predictions annually since 2008. [Download Article](#)
- 04/12/2015

 **New Learnbusiness.com is Live**
 We are delighted to announce the launch

Welcome to the web site of International E-Business Consultancy Echo E-Business.

Do you want to increase your revenue, build your brand, maximise efficiency, reduce your costs and enhance your reputation using the Internet?

Our team of consultants will architect, plan, implement and market your online presence, and train your team to be effective digital business and marketing managers [Find out more](#)

Let us guide you through our web site

What's your organisation?

Thinking Strategically

- [E-Business Strategy & Planning](#)
- [E-Business Training & Advice](#)
- [Marketing & Communications](#)
- [E-Commerce Consulting](#)
- [Branding & Design](#)



Echo E-Business Case Study Screenshots

Web Sites, Branding, Online Acquisition

Screenshots – Case Study: Echo E-Business

The below screenshots are of the Echo E-Business 120+ pages services web site. This was hand built built by Deborah in 2010-2011 with template programming help from a web development agency. The web site featured personalised content by industry and organisation size and type for targeted marketing. This was in fact the second echo e-business web site, to compliment it's training site/brand web site at Learnebusiness.com (A domain it later later sold to publishing company Learn E-Business).

The logo was carefully designed to ensure a recognisable brand logo for social media profiles, business cards and other marketing collateral.



Who do we work with?

We work with a wide range of **small to large organisations** internationally. Our broad collective business, technology and marketing experience means that can work with you, whatever your industry, or size of organisation.



Large Sized Enterprises

Do you need help with e-business initiatives and resources?

Our team of experts have first-hand experience of working within large organisations and understand the challenges of often complex policies and organisational structures. We have helped a number of large enterprises by delivering custom training to their staff, or by developing strategies for individual digital initiatives. [Find out more](#)

Charities, Government and Non-Profit Organisations

Are you seeking innovative ways to enable your supporters using the Internet?

We help charitable organisations like you value from your supporters, build communities and engage new advocates. We can even help source development sponsorship. [Find out more](#)

[Government Organisations](#)



Small and Medium Sized Enterprises

The growth potential for SMEs using digital media is huge, but do you know where and how to invest your budget?

From boutique hotels and consumer brands, to interior decorators and medical practitioners, we have helped several businesses increase their profits using the internet. Our experts provide high-

Here are a selection of some of our more well-known clients:



Interim Echo E-Business Course Bookings Web Site Case Study

When the Learnebusiness.com domain was sold to publishing company Learn E-Business (Publishing), the Echo E-Business classroom course bookings site was moved as microsite to Echo E-Business. The plan was to integrate and create a new consistently designed, consulting training and service web site. The below are screenshots of the Echo E-Business training brand site moved to echoebusiness.com and the Learnebusiness.com brand name dropped.



Note: The certification programs were owned by Learn E-Business, and Echo E-Business was a Licensed Training Provider

The Original Learnebusiness.com - Echo E-Business Training Brand 2007 – 2014

The below screenshots are of the original Echo E-Business Learnebusiness.com built by Deborah in 2007, which attracted leading brands from around the globe to book on her courses. In 2007, when Deborah first launched and built the site, she search engine optimised the web site and spent £500 on Google Adwords to help boost the ranking more quickly. Through SEO she quickly achieved top rankings for search terms such as ‘E-Commerce Course London’. Within the first month she attracted John Lewis (a leading UK department store chain), Kenwood and the 5* Landmark London hotel sales and marketing team. She wrote numerous articles, some of which were published in the press with the help of 2 carefully selected PR agencies (1 for SME audience, and the other for large global organisations). She went on to build a Twitter following of 13K+ followers and 100,000+ newsletter subscribers in a 7-years period, prior to handing over to a specialist email marketing manager on her team.

Top 2007 – 2011 course bookings site versions evolving over time. Bottom 2011-2014 versions, with logo design changes.

The screenshot shows the original website layout. At the top, the logo 'LEARNeBUSINESS.com' is prominent, with the tagline 'For everything you wanted to know about eBusiness ask the experts'. A search bar and navigation links (Homepage, Bookings Home, Our Courses, Terms & Conds, Search Courses, Your Bookings, Checkout, Login) are visible. The main content area is titled 'E-BUSINESS MANAGEMENT COURSE + COB QUALIFICATION'. It features a 'Place Booking' button and details about the course, including the date '20th September 2010' and a price of '£1,795.00 (Excluding: VAT at 17.5%)'. On the left, there is a 'OUR COURSES' sidebar with links to various courses like 'Live Online - How to Start an Online Business' and 'E-Business Management Course + COB Qualification'. On the right, there are sections for 'ORDER DETAILS' and 'CUSTOMER SERVICES', including a 'Course Bookings Hotline' with a phone number and operating hours.

The screenshot shows the updated website layout. The logo has changed to 'LEARNeBUSINESS.com' with a stylized 'e' and 'echo business online bookings' branding. The navigation bar is more extensive, including 'Home' and 'Bookings Home'. The main content area is titled 'ONLINE BOOKINGS UK' and features a large red question mark graphic. It highlights 'Get E-Business Advice' with a list of questions and 'COB Certified - 5-Day Management Programs' with a list of roles. The sidebar on the left lists 'OUR COURSES' such as 'Get E-Business Advice' and 'COB Certified - 5-Day Management Programs'. The right sidebar includes 'ORDER DETAILS', 'CUSTOMER SERVICES', and payment logos for 'ULTRA - secure' and 'securetrading'.

