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## Here's an Easy Way to Publish Key Events on Your Website

One of the most commonly requested features for new websites is a calendar of events.

In the past, many people resorted to putting up links to Word or PDF documents. A nice and simple approach for the website owner, but its actually a time wasting annoyance for anyone wanting to know what's going on.

There's two reason why the document approach doesn't work:

- It means that your website visitors need to have the right software installed on their computer before they can even open the document.
- They have to wait for the entire document to be downloaded.

And, its this last point that can be really frustrating for your customers; especially if they wasted time downloading and opening a document only to discover that the information they're after isn't there. Google calendar changes it all.

Free to use, Google calendar is as easy to use as Outlook and other calendar applications you've probably used in the past. A Google calendar can be viewed via the Google website or more importantly put into a page on your website.

To create a calendar of events page for your website, start by creating an account and calendar.

To create your Google calendar account you will need to provide your email address, name, location - country, and select the correct time zone for your business.

Once you've created and verified your account, login and create a calendar of events. The 'Getting Started Guide' provided by the Google Calendar team is an excellent way to quickly become an expert user.

Once you have a public calendar with some events, go to the Calendar Settings area of your account and in the section 'Embed This Calendar' there is a white box with code in it. Copy and paste this code into the Events page on your website and you have an instant calendar of events displayed whenever someone visits the Events page.

Use your Google Calendar account to keep your events calendar freshly updated on your website. So when your visitors arrive at your website, they instantly see what's happening and when. There's no need to download special software or documents. They can simply scroll back and forth in time - scanning for events that are of interest.

The really impressive thing about using Google Calendar, is that you can have as many different events calendars as you want on your website by creating any number of calendars within your Google Calendar account. And you can also share each calendar with certain people.

What's more, you can also use the tools provided to select the colour and size of your calendars so they fit in with your website design.

With this easy to implement strategy for getting a professional looking and easy to maintain calendar of events on your website, you'll have plenty of time left over for an early minute or two. Or maybe, you've just bought back some time to do something important that you've been putting off.