



SDF EasyNet Funding

SDF funding is available at:

- \$2.50/trg hour for non-SMEs;
- \$5.00/trg hour for SMEs*.

If you are eligible for SDF Funding, the Non-SME fee will be \$265 (\$215 if your company is an SME). Visit www.sdf.gov.sg for more information.

*Small & Medium Enterprises (SMEs) are companies with at least 30% local ownership, have an employment size of not more than 200 and with Fixed Asset Investment (FAI) of not more than \$15m.

Registration & Payment

- Walk-in at the Customer Service Centres
- Apply online at www.ite.edu.sg/cet/sc/online.htm
- Post the application form to us

Payment is required for confirmation of place. Crossed cheques should be made payable to 'Institute of Technical Education. At the back of the cheque, please write your name, NRIC/FIN, course title and contact number.

Closing date: 1 month before course start date or when the class is full.

Withdrawal & Deferment

Withdrawal or deferment notice must be made in **writing**:

- 2 weeks or more before course start date - Full refund
- Less than 2 weeks before course start date - 50% refund
- On or after course start date - No refund

In the event that the course is cancelled due to unforeseen circumstances, full refund will be given.

BLOGGING – HOW TO GET MASSIVE TRAFFIC AND MAKE MONEY WITH BLOGS

Objective

The course is intended for individuals, bloggers, webmasters, internet marketers and online business owners who want to learn how to get massive traffic to their websites with blogs. The main objective is to allow the participants to harness the power of the blogging to create successful online businesses and make money online via blogging.

Who Should Attend

Website owners, bloggers, webmasters, online business owners, internet marketers or individuals who want to drive massive traffic to their websites with blogs and also to make money online via blogging.

Content

- Understand the basics and principles of blogging
- Identify and develop niche market for blog
- Conduct proper keyword research and analysis to ensure blog profitability
- Understand strategies to maximize online income
- Generate great content and power copywriting
- Leverage on the power of Really Simple Syndication (RSS) technology
- Refine blog concept and finalizing blog domain name
- Determine blog structure and layout for optimal results
- Learn the basics of HTML and how to edit blog source code
- Create professionally looking blog at blazing speed
- Model successful blogs and case studies
- Optimize blog for the search engines
- Learn and use the various blogging platforms - Blogger and WordPress
- Build highly targeted traffic to the blog and understand blog management
- Monitor and track traffic to measure blog performance
- Understand linking and online partnership strategies
- Familiarize with important blogging resources and tools
- Learn and integrate monetization elements for blogs
- Exploit and use the insider techniques used by SEO and Internet Marketing professionals to increase hits and website ranking using blogs
- Understand proven methods to generate residual income on the Internet with blogs

Course Details

- Duration : 18 hours (**6 sessions**)
- Total fee : \$330 (inclusive of GST and registration fee) (SDF Funding is available)
- Schedule : See our website for details or call us for more information