



SHORT COURSES PROGRAMME

SDF Funding

For courses commencing from 1 Jul 2010, all applications for training assistance for course fees should be made in the SkillsConnect system at <http://www.skillsconnect.gov.sg>

For assistance on the use of SkillsConnect, you may contact WDA directly at Tel: 6883 5885 or Email: wda_skillsconnect_helpdesk@wda.gov.sg.

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.

INTERNET MARKETING – MAKING MONEY ONLINE

Objective

This course is intended for individuals, web designers, webmasters, internet marketers and website owners who want to learn about website optimization and effective internet marketing for outstanding online results. It is also designed for part-timers and aspiring home-based entrepreneurs who want to start an online business or website to earn additional income streams. The main objective is to allow the participants to harness the power of the Internet to create successful online businesses.

Who Should Attend

Website owners, web designers, webmasters, (online) business owners, internet marketers or individuals who want to make money online.

Entry Requirement

Basic HTML and Internet knowledge

Content

- Understand the basics and principles of e-business
- Identify and develop niche market for e-business
- Conduct proper keyword research and analysis to ensure website profitability
- Understand strategies to maximize online income
- Understand strategies to maximize online income
- Generate great content and power copywriting
- Refine site concept and finalizing domain name
- Learn the basics of HTML
- Create professionally looking website at blazing speed
- Model successful website and case studies
- Optimize website for the search engines (SEO - Search Engine Optimization) to achieve top search engine ranking
- Build highly targeted traffic to the website
- Monitor and track traffic to measure website performance
- Understand search engine submission procedure
- Monitor and track traffic to measure website performance
- Understand linking and online partnership strategies
- Familiarize with important website resources and tools
- Choose the right payment gateway
- Learn effective blogging strategies
- Exploit and use the insider techniques used by SEO and Internet Marketing professionals to increase hits and website ranking
- Understand and use proven methods to generate residual income on the Internet

Course Details

- Duration : 15 hours (5 sessions)
[Theory - 5.5 hours, Practical - 9.5 hours]
- Total fee : \$290 (inclusive of GST and registration fee)
- Schedule : See our website for details or call us for more information

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