



## SDF Funding

Employers who wish to apply for SDF funding must submit the SDF Form 1 to SDF at least one working day before course start date.

Download the form at [www.sdf.gov.sg](http://www.sdf.gov.sg) or request for a copy by calling the **SDF Hotline on 68835885**.

## Registration & Payment

- Walk-in at the Customer Service Centres
- Apply online at [www.ite.edu.sg/cet/sc/online.htm](http://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.

# Web Mastering – Creating Effective and Profitable Websites

## Objective

The course is intended for individuals, web designers, webmasters, internet marketers and website owners who want to learn fundamental webmastering skills for the administration, development and maintenance of web sites. Topics covered include advance techniques in Internet Marketing and affiliate marketing. It is 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.

## Entry Requirements

Basic HTML and Internet knowledge required. Some Internet Marketing knowledge preferred.

## Who Should Attend

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

## Content

- Learn the fundamentals of webmastering
- Use File Transfer Protocol (FTP) Client for uploading/downloading of files to/from web host.
- Understand file permission and how to CHMOD files.
- Manage and use modules in cPanel.
- Learn essential Email Administration - Creating and managing emails, email forwarding and how to set up Autoresponder.
- Familiarize and use Fantastico (cPanel) - Creating online forum, support / ticking system, live chat, content management system (CMS), shopping cart (e-commerce site) and more with ease.
- Understand the basics of HTML, PHP and my SQL databases.
- Learn PHP script installations.
- Identify the right PHP scripts to use.
- Learn the basics of graphic editing (Photoshop).
- Use DreamWeaver and other HTML-editor.
- Learn advanced Internet Marketing techniques.
- Monetize websites / blogs with Google AdSense and how to protect AdSense account from suspension.
- Learn advanced Affiliate Marketing strategies.
- Ensure website compatibility with major browsers.
- Familiarize with important website resources and tools.
- Start a fully functional e-commerce site (via cPanel Fantastico) with shopping cart at no cost.
- Choose and integrate payment gateway in websites / blogs.
- Manage Pay Per Click ie. Google AdWords campaigns.

## Course Details

- Duration : 18 hours (6 sessions)
- Total fee : \$360 (inclusive of GST and registration fee)
- Schedule : See our website for details or call us for more information