INTERNET MARKETING - MAKE MONEY ONLINE

Objective

This course is intended for individuals, web designers, webmasters, internet marketers and website owners who wants 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.

Duration (hour): 15 hours (5 sessions)   [Theory – 5.5 hours, Practical – 9.5 hours]

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
- Generate great content and power copywriting
- Refine site concept and finalise 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 procedures
- Monitor and track traffic to measure website performance
- Understand linking and online partnership strategies
- Sourcing 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

Profile of Trainer:

William Tan is a senior lecturer-mentor in ITE. He started the e-Biz Programme for SEIT/ITE and developed the new Web Development module. He often shares his online projects and e-businesses on WillTan.com, advocating e-entrepreneurship and continuous learning. William is also a certified DACE (Diploma in Adult Continuing Education) Trainer with over a decade of coaching experience in digital marketing/technologies and e-commerce.

* The trainer is subject to change without prior notice.