INTERNET MARKETING – MAKE MONEY ONLINE

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.

Target Participants

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

Entry Requirements

Basic HTML and Internet knowledge

Course Outline

- 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

Application Procedure

Application can be made at the Customer & Visitor Centre, by post or via online at www.ite.edu.sg/wps/portal/intake   (click on 'Application for Short Courses'). Payment is required for confirmation of place.

ITE reserves the right to cancel a class when there are insufficient applicants. Full refunds will be made to affected applicants.

Certification

Participants will be awarded a Certificate of Achievement upon attaining an attendance of at least 75%.

Class Details

Venue/Day/Date/Time:
ITE College East
Every Thu, 10 Nov 16 - 08 Dec 16
6:30pm - 9:30pm

Duration:
15 hour
[Theory - 5.5 hour, Practical -9.5 hour]

Course Fees

$294.25 (incl. GST)

This is a SkillsFuture Credit Approved Course.