

SECRETS TO POWERFUL & AUTOMATED INTERNET MARKETING AND ONLINE BRANDING

Training on Internet Marketing for SME/SMI

- RM 800 per participant (2 days course)

SPEAKER'S PROFILE: VINCENT CHENG



Your Preferred IT Web and Multimedia Solutions Provider
JeVince Solutions (001735677-W)



Vincent holds a Masters Degree in IT and Marketing Management from Charles Sturt University, Australia. Vincent has successfully sold information products over the internet and generates a healthy income. He has implemented money making strategies on eBay and has set up websites that generate qualified prospects to generate income for corporates. He consults corporate clients in web design & development, and most importantly in search engine optimization and web traffic generation. Vincent has founded two companies, Grow IT Solutions Sdn Bhd and Famous Entity Sdn Bhd for his business interests.

Vincent holds certifications from Macromedia, IBM, Sun (Java), Microsoft and was a recipient of The Star Education Fund Scholarship. He is currently focused on research of Search Marketing and pursuing his PhD in Internet Marketing. Besides this, he is also positioning his Internet Marketing company, Grow IT Solutions Sdn Bhd for MSC Status and Mesdaq listing with a high profile search marketing application for Malaysia. He has also successfully applied and been granted the grant from Cradle Investment Program for seed funding.

After selling his shares in Grow IT Solutions to his partner, Vincent founded [JeVince Solutions](#) that focuses on helping SMI/SME companies to leverage on the power of IT and Web to reach their customer with low cost advertising. He also co-founded [DogTrainster.com](#)

VINCENT CHENG

- Masters in IT & Marketing Management (Charles Sturt University Australia)
- Microsoft Certified Systems Engineer 2000
- Microsoft Certified Systems Administrator
- IBM Certified Web Executive
- Macromedia Certified Web Designer/Developer
- Sun Java Certified Developer
- The Star Education Fund Recipient

COURSE HIGHLIGHTS

- Generate More Qualified Web Traffic
- Increase Revenue Through Your Website
- Launch Successful Internet Marketing Campaigns
- Revive Website To Be An Active Marketing Channel
- Create An Automated Sales Man

COURSE OBJECTIVES

After the completion of the course, the attendee will be able to:

- Understand how search engine works
- Improve the rankings of their website in Google, Yahoo and MSN and other major search engines
- Design a well-executed optimisation campaign that will deliver traffic actively searching for their company's products or services
- Understand that Search Engine Optimisation out performs other forms of online marketing in terms of return on investment and generation of qualified leads.
- Getting company web site seen on as many search engines and directories as possible will help you reach more of your target audience.
- Design a targeted strategy, with extensive keyword research that will deliver qualified traffic that has a high propensity to transact.
- Increased business enquiries from web site visitors wanting to know more about their company products and services

COURSE INTRODUCTION

80% of people use search engines to find goods, suppliers and services online. Over 250 million searches are thought to be carried out on Google every single day. The facts speak for themselves - search engines are here to stay.

Google has revolutionised the way people think of search engines. Google was even voted best brand in 2003 beating established brands such as Apple and Coca Cola. Google has even generated new vocabulary - "googling" which involves entering someone's name into Google to check their background.

No one can deny the power of search engines. It is now more competitive than ever to get your company to feature highly within their results. Over 8 billion pages are indexed on Google alone and this number grows every day. Many search engine results pages now have millions of pages returned when carrying out searches, not just on Google but on MSN, Yahoo and Ask Jeeves and many others.

Search engines currently use over 100 different factors to determine their results, each with different levels of importance. On top of this search engines regularly change the way they rank websites to keep their results fresh and relevant.

So how do you get your website found amongst all this competition? This is where the benefits of search engine optimisation come in. Search engine optimisation (SEO) involves ensuring a website has all the components needed to perform well within the search engine results for target keyword phrases. Without using search engine optimisation for your website it is unlikely to be found on search engines by your target customers, costing your business qualified traffic. With the right advice and research most online businesses can benefit from SEO.

COURSE OUTLINE

- 2 (Two) Full Day Workshop
- Course Outline as per below:

Day 1

Key Internet Marketing Strategies

Why is Internet Marketing important?

What is Search Engine Optimization (SEO)?

How do organic search listings work?

SEO strategies/techniques

1. Domain name strategies

2. Linking strategies

3. Keywords

4. Title tags

5. Meta description tags

6. Alt tags

7. Submit your website to SEs for indexing

SEO Submission/Search Engine Indexing Secrets

Day 2

Search Engine Marketing

What is search engine marketing (SEM)?

What are paid listings?

1. Paid inclusions

2. Paid placements

Other Internet Marketing Strategies

Conclusion

WHO SHOULD ATTEND?/WHO WILL BENEFIT?

The primary audience for this course is the decision makers of online advertising and marketing of participants' company. These could be Information Technology Executives/Managers, Human Resource Executives/Managers, Marketing Executives/Managers or owners of the Owners and Directors of companies.

COURSE STYLE

This is an instructor-led course that uses a combination of presentation lectures and question and answer sessions to discuss attendees specific needs and ideas for effective online marketing deployment. Attendees are able to tap on the

trainer's extensive experience to assist them in effective internet marketing strategies.