

# Online Marketing and Search Engine Optimization Training Course



# ONLINE MARKETING EXCELLENCE

Thailand's only comprehensive SEO  
and online marketing training.  
We create SEO and SEM professionals.

Course Material Prepared By Tom Aikins & Peter Wakeman

[www.marketingbangkok.com](http://www.marketingbangkok.com)

## **Introduction**

This training course was designed to completely prepare someone to plan and execute an online marketing and search engine optimization plan for any type of business. At the end of this course, the successful attendee will be able to carry out all functions that are required of an online marketing manager. This person will also be able to train colleagues to carry out the same functions.

This course was created because search engine optimization (SEO) and online marketing, sometimes called search engine marketing (SEM) are becoming critical elements in any company's marketing plans. Until now, most companies that wanted to maximize their efforts in these areas had no alternative but to hire one of the many SEO and SEM companies that are now operating in Thailand. Unfortunately, many of these companies have very little real expertise in these fields and a lot of money has been wasted by clients trying to improve their website traffic and sales. Quite frankly, Thailand, like many other developing countries, is very far behind the leading countries in the world when it comes to SEO and SEM knowledge.

Also, these SEO and SEM companies usually charge fairly high rates, making it hard for clients to get a good return on their investment. The solution, we feel, is for companies to have THEIR OWN SEO and SEM experts in-house. The costs are much lower this way and the companies have greater control over this important aspect of their overall marketing plan.

Instead of paying money every month to an outside consulting company, you can pay once to have one of your existing employees completely and fully trained to perform all of your SEO and SEM activities. This is both cost-effective and much more efficient over the long-term.

## **About The Course Creators**

Tom Aikins and Peter Wakeman have 25 combined years of experience in the field of internet marketing, web development and computer support. They currently handle the online marketing efforts for a dozen companies in Thailand and have consistently produced excellent results for their clients, placing them all on the first page of Google search results. They teach the course along with Thai assistants who translate and work with the attendees on an individual basis.

## Course Details

The training course is divided up into 11 specific areas of instruction as can be seen on the Course Schedule page. These 11 topics are the most important that anyone proficient in SEO and SEM should be well-versed in. They offer a complete and well-rounded education in SEO and SEM and will prepare each person to be self-sufficient when they return to their company.

The course takes four days to complete with classes starting at 8:30 in the morning and ending at 5 PM. The first three days are divided up into classroom lectures and hands-on sessions. This is a very important aspect of this training course. People do not sit and listen to lectures all day. There is a one-hour lecture and question-and-answer session followed by a one-hour hands-on session during which each person has the opportunity to practice the concepts they just learned. The fourth day, each student will prepare a complete online marketing plan for his or her company which will be reviewed and refined by the instructors and the student. This marketing plan will be ready for the student to implement upon completion of the course.

The course is comprised of 11 hours of instruction, 13 hours of hands-on training and 8 hours of workshop session. Every person will work on a computer applying the knowledge they just learned in a real-life situation. They will practice all aspects of the classroom material until they are comfortable with the techniques that have been presented in the classroom setting. The maximum class size is 10 people and each person will receive personalized instruction and special attention as needed.

THIS COURSE WAS DESIGNED SO THAT AFTER SUCCESSFULLY COMPLETING IT, EVERY STUDENT WILL BE PROFICIENT IN SEO AND SEM.

This is our guarantee and we also back it up with phone and email support for a period of one month after the attendee completes the course.

The first week of training this year will start on January 11, 2010 and there will be a training course starting every Monday following that. Students can use our computers or bring their own laptop.

## Specific Benefits

- First, this course will prepare anyone with basic computer knowledge to become proficient in SEO and SEM.
- Second, all courses are taught in English and Thai with native-speaking instructors for each language.
- Third, each attendee will receive a 115-page E-book (PDF) with over 50 articles on all aspects of SEO, SEM and many other internet topics. This is an extremely valuable resource.
- Fourth, as part of the course, each attendee will produce a complete online marketing plan that can be used by his or her company exactly as written. With the help and guidance of the instructors, each attendee will create a customized online marketing plan that will meet the specific needs of each client company. This is a very valuable benefit and will allow the client company to immediately begin executing their online marketing efforts.
- **LAST, AND MOST IMPORTANTLY**, each client company will receive a copy of the latest updated version of the database of websites that the course trainers use to promote and market their own clients' websites. This database is unique in Thailand and contains over 150 websites that are the best in the world to carry out online marketing of all types. The cost to duplicate this database, assuming that someone had the expertise to do so, would be approximately 100,000 baht.

## Pricing

The total price of the course is 28,000 baht not including VAT. Fifty percent is payable upon registration and 50 percent is payable two weeks before classes start.  
This price also includes lunch each day.

## Course Topics

- Introduction to basics of SEO and online marketing
- Familiarization with external website network
- Introduction to basics of keyword creation and use
- Developing keyword strategy for student's website
- Introduction to basics of onsite SEO
- Creating optimization plan for student's websites
- Introduction to basics of Google AdWords
- Setting up Google AdWords strategy
- Introduction to basics of creating web content
- Creating web content for students' websites
- Introduction to basics of posting content online
- Setting up posting site accounts
- Posting text content to online sites
- Posting video content to online sites
- Introduction to basics of bookmarking
- Practicing bookmarking sites online
- The basics of creating and using weblogs
- Setting up live weblogs
- The basics of using social networking sites
- Setting up and posting to social networking sites
- How to use Google Analytics and other tools
- Creating Google Tools accounts for students
- How to set up a link-building plan
- Practicing the basics of link-building