

Marketing Bangkok

Search Engine Optimization & Internet Marketing Training Course

**Thailand's Only Comprehensive SEO and Internet
Marketing Training Course!**

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Introduction

This training course was designed to completely prepare someone to plan and execute an internet 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 Creator

Peter Wakeman has over 9 years of experience in the field of internet marketing, web development and computer support. Peter currently handles the internet marketing efforts for a dozen companies located both internationally and locally in Thailand. He has consistently produced excellent results for his clients, placing them all on the first page of Google search results. Peter has been teaching this SEO training course since October 2009.

Course Details

The training course is divided up into 13 specific areas of instruction as can be seen on the Course Schedule page. These 13 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 three days to complete with classes starting at 9:00 in the morning and ending at 4PM. Each day is 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. On the last 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.

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 4 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 year after the attendee completes the course.

The course is running every week from August 2010 to December 2010 but will not be running September Week 13th or 20th. 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, SEM and Internet Marketing.
- Second, all courses are taught in English by native-speaking instructor.
- Third, each attendee will receive a hard copy of all course materials and examples that will be used through out the course to take notes and refer back to once the student has completed the course.
- 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.
- Fifth, in order to guarantee your success online, we provide 1 years free online support for your SEO and Internet Marketing.
- LAST, AND MOST IMPORTANTLY, each student 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 200 websites that are the best in the world to carry out online marketing of all types.

Is This Course Right For Me?

Absolutely! If you want to learn how to be successful online, this course is the one. No gimmicks, or false promises, we will teach you exactly how search engines work and how to perform techniques both on and off your website achieve better rankings.

We have taught people of all different ages, gender, and backgrounds. All with great results. With our 1 years FREE support, you can be guaranteed to achieve results by having free consultations with our SEO experts!

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 Internet Marketing
- How Google (and other search engines) Reads Your websites
- Keywords, HTML Source Code & META tags
 - Selecting Keywords Hands-On
 - Keyword Research Hands-On
- 5 Big Search Engine Ranking Factors
- What's Bad for Onsite SEO
- Basics of Onsite SEO
 - Onsite Optimization Plan Hands-On
- Introduction to Google AdWords
 - Setting Up Google AdWords
 - Creating Your Campaign
- Link Building
- Web Blogs For SEO
 - Creating & Using A Web Blog Hands-On
- Google Analytics
 - Analytics Hands-On
- Google Webmaster Tools
 - Google Webmaster Tools Hands-On
- Google Places
 - Google Places Hands-On
- Social Media (Facebook + Twitter)
 - Pay-Per-Click Campaigns On Social Media Networks
 - Setting Up PPC on Facebook Hands-On
- Robots & 301 Redirects
- Marketing Plan Creation Hands-On