



Learn how to effectively use Top Web Advertising Channels to market a business on the Internet, with our

Internet Marketing Training Courses

Conducted by



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at

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Internet Marketing Training Courses:

Introduction

SEO International, UAE organizes e-marketing related events, in-house training classes, and public conferences for individuals or businesses looking to enhance their online skills and further develop their internet marketing strategies. We offer both public training courses, and on-site training



tailored to your skills and your internet marketing needs. Attendees of any caliber can easily learn essential online marketing strategies and internet technology in order to remain in touch with latest practices and techniques in a continually evolving arena.

Our Internet Marketing training courses are the ideal training courses for individuals and businesses who want increase their knowledge of online marketing practices.

These training courses have been designed for those wanting to work in marketing or marketing professionals who want specialist knowledge and understanding of what digital marketing and how it relates to the marketing industry and turn that knowledge into successful marketing strategies. No matter what your role is in your company you will benefit from gaining insight into today's digital arena.

During the training courses we will discuss the key search engine marketing (SEM) methods deployed by online marketing professionals to ensure greater search engine visibility. This will include a detailed dissection of search engine optimization (SEO), pay-per-click (PPC) marketing, web analytics, e-mail marketing and social media marketing techniques.

We also cover blogs and blogging as well as Google AdSense and contextual advertising from a strategic, creative and technical perspective.

Courses Objectives

The Internet and Online Customers have moved forward at such a fast pace that if you don't learn about this digital medium you will lose sales, lose customers, miss business opportunities as well as damage your future career in Marketing.

The objectives of joining Internet Marketing Training Courses are:

- Keep you at the leading edge with new knowledge and skills in Internet Marketing
- Help you to build on your professional development and increase job security in a rapidly changing world of e-business.
- Help you to extend your marketing knowledge to identify new business opportunities
- Learn how to create an Internet Marketing Plan
- Learn the latest e-marketing strategies about: SEO, PPC Advertising, Social Media, Web Analytics, Blogging, E-mail Marketing and more.

Internet Marketing Training Courses:

e-Marketing Course Title	Course Fee	Course Duration
PPC Advertising Training with Google AdWords	AED 650/-	4 Hours
Web Analytics Training with Google Analytics	AED 650/-	4 Hours
Search Engine Optimization Training	AED 950/-	6 Hours
Progressive SEO – Advanced	AED 1,250/-	6 Hours
Social Media Marketing Training	AED1,250/-	6 Hours
Blogs and Blogging	AED 650/-	4 Hours
e-Mail Marketing Training	AED 500/-	3 Hours
Make Money using Google AdSense	AED 500/-	3 Hours

Audience – Who should attend these courses?

Anyone involved in advertising campaigns and wants to get the very best results for their marketing budget, including **sales and marketing staff, online marketers** and **consultants**. Also, people who are involved in the design or performance of a web site including **web designers, web developers, consultants** as well as students and non-specialists who want to learn more about e-marketing. The online marketing training courses are targeted to those with responsibility for developing or implementing an organisation's online/digital strategy, including **marketing managers, communication specialists, webmasters** and **IT managers** or those who would like to pursue a career in online marketing.

Course Material:

To support the lectures, the faculty would be using PowerPoint Slides, Audio, video or projectors and/or lecture notes as the course goes on. The student would be provided with lecture notes as handouts or books whichever is appropriate to the lecture. Recommended reference books or websites would be suggested to the students for further reading if the student needs a deeper understanding of the topics that are covered in the class.

Certificate of Participation:

Course participants will be provided with a Certificate of Participation from **SEO International, UAE**, signed by **Najam Ahmed**, who is a [Google Certified Advertising Professional](#).

Upcoming Public Seminars / Training Schedule:

Visit [this page](#) to see the current schedule for public e-marketing training classes.

In-house (On-site) Training Solution:

If you don't see a workshop that you like or the **dates** don't work for you, please [contact us](#) and we can discuss making special arrangements for you at your own premises (home or office), if there are at least 2 attendees. We may also customize these trainings to meet your specific learning goals.

About the trainer: Najam Ahmed

[Qualified Google Advertising Professional](#)



e-Marketing Consultant and Trainer

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Najam became a [Qualified Google Advertising Professional](#) in November 2005. Since then he has helped numerous clients build and optimize their e-marketing campaigns. Najam has eleven years experience managing online marketing campaigns. He is currently working as an eMarketing Consultant for [SEO International](#), an internet marketing company focused on search engine optimization (SEO), Google's marketing products and social media advertising.

Najam has extensive experience training people how to understand and effectively utilize search marketing strategies to achieve their business goals.

Najam, at [SEO International](#), has launched some [latest e-marketing related training programs](#) to equip the sales, marketing, IT, web and e-marketing professionals with the latest e-marketing tools and strategies.

Najam's Clientele:

Najam started his career in Karachi, Pakistan in 1999. Before moving to Dubai in November 2007, he worked for a wide range of clients, including MCB Bank Limited, Proctor & Gamble, Siemens, Wateen Telecom, Dawn Group, Jang Group of Companies, Pakistan Software Export Board, ECommerce Gateway and Institute of Chartered & Management Accountancy. He has also provided his consulting and tailor-made e-marketing trainings to the following companies across UAE .



Moevenpick Hotel | Bur Dubai



Paintball Kuwait | Kuwait



**Illusions Online Arabia FZ LLC
Dubai Media City**



**SKM International
Chartered Accountants, Dubai**



**Web Mark International
Dubai Media City**



Team 7 International | Dubai



**Zabeel Int'l Institute of Management
& Technology, Bank Street, Bur Dubai**



**Innovative Human Resource
Dubai Knowledge Village**



**Skyline University College
University City of Sharjah**



**IQPC - International Quality
& Productivity Center, Middle East
Dubai Knowledge Village**



**imc advertising fz llc
Dubai Media City**



**Petrofac International Ltd.
Sharjah**



**Desert Gate Tourism
Dubai**



**Daman Investments
Dubai World Trade Centre**



**Home Guru Real Estate
Dubai**



**Jetex Flight Support
Dubai International Airport**



**Al Baddad International Group
Sharjah**



**Kaya Skin Clinic
Karama, Dubai**

Detailed Course Coverage:

Search Engine Optimization Training

Overview:

SEO Training helps you to learn how to make a website **more visible** to **search engines** [like **Google, Bing, Yahoo** etc.] and ethically achieve **natural (organic) top ranking** for your business related keywords.

As SEO training is essential to **all webmasters** and **website owners**; it is also useful for **salespeople, copywriters** and **marketing professionals** looking for a better understanding of the opportunities that search engine marketing presents.



Topics:

The SEO Training covers:

Keyword Research

Keyword Research for SEO [Search Engine Optimization including creating contents, link building, writing press releases, Sponsored Advertising [Pay Per Click Advertising channels like Google AdWords, Yahoo Search Marketing and Bing Paid Search] and Social Media Marketing [Twitter, Facebook, YouTube, Flickr, LinkedIn, etc.]

- Keywords Strategy
- Identify your Keywords
- Develop your Primary Set of Keywords
- Discover Keywords: within your company | outside your company
- Keywords and the Search Buying Cycle
- Know your Audience
- Keyword Relevance
- Keyword Tools: Free | Paid
- Grading your Keywords
- Social Media Tools for Keyword Research
- Keyword Analysis

SEO Site Structure

- Search Engine Friendly Design
- One Page at a time
- Page Structure
- Meta Keywords and Description Tags
- Keyword Optimization
- <Title> Tag
- Header Tags
- URL Structure
- Site Content Optimization
- Image Optimization
- Site Navigation and Internet Links
- Use of robot.txt
- SEO Do's & Don'ts

SEO Tools

- Keyword Tools
- Site Ranking Tools
- Linking Tools
- Google Webmaster Tools
- Yahoo Site Explorer
- Bing Webmaster
- SEO Browsers Toolbars
- Domain Name Online Tools
- Site Analytics Tools

SEO Link Building

- What is Link Building?
- Link Popularity
- How to check Link Popularity?
- Google PageRank
- Google Toolbar
- On-site SEO
- Internal Linking Structure
- Nofollow Tag
- Keyword Research
- Directory Submission [Yahoo Directory | Open Directory Project]
- Blogging: Google's Bloggers | WordPress
- Writing Articles and Press Releases
- Social Posting
- Video Submission
- Contextual Link Building
- Links from Public Relations Activities
- Local Organizations
- Help A Non-profit Organization
- Provide Something of Value
- Write an Insightful Article

- Link Building with Social Media: Twitter | Digg | Reddit
- Generating Links with Twitter

Search Engine Submission

- How Search Engines Work?
- Automated Submission
- Manual Submission URLs
- XML Sitemaps
- Google Sitemaps
- Benefits of XML Sitemaps
- XML Sitemap Tools
- Google Webmaster Tools
- Mobile Search Engines and Mobile Directories
- Search Engine Submission – Not a Silver Bullet

PPC Advertising Training using Google

AdWords:



Overview:

PPC [Pay Per Click] Advertising, also called **Sponsored Advertising** or **Paid Search Marketing**, offers a fantastic return on your investment and can be used to drive targeted traffic to your website through Google [**Google AdWords**], Bing [**Microsoft AdCenter**] and Yahoo [**Yahoo Search Marketing**].

Advertising in this way can be incredibly targeted and allows you to advertise your product or service right at the point that someone is ready to buy.

Topics:

The training covers:

Pay Per Click Advertising using Google AdWords

- Setting up Google AdWords Campaigns
- Understanding Quality Score
- Selecting the right Keywords
- Organizing Ad Groups
- Creating Effective Ads
- Optimizing Landing Pages
- Bid Management
- Negative Keywords
- Conversion Tracking

Setting up PPC Advertising Campaigns

- Content Structuring
- Finding the Right Keywords
- Campaign Setup Mechanics
- Setup AdWords Campaigns
- Uploading AdWords campaigns into Yahoo and Bing
- Negative Keywords
- Ads and Ad Groups
- Quality Score
- AdWords Editor
- Analytics: Measure and Tweak

Quality Score

- What is Quality Score?
- Monitoring Quality Score
- Minimum Bid
- Keyword Position
- Small Ad Groups and Ad Copy
- Matching Options
- SEO and Quality Score
- Landing Page Testing

Creating Effective PPC Ad Copy

- Ads, Searcher Behaviour, Quality Score
- Tips for Headlines
- Description
- Benefits of Ads with High CTR
- Deliver Ad Copy Keywords to Landing Pages
- Testing Ad Copy
- Google Website Optimizer

PPC Bid Management

- Should You Use a Bid Management System?
- Bid Management Tools Won't Do it All
- Google Conversion Optimizer
- PPC BidMax
- KeywordMax
- Omniture
- Manual Can Be the Right Approach
- Rules-Based Bidding
- Predictive Modeling
- Other General PPC Bidding Strategies
- Human and Computer Balance

Click Fraud

- What is Click Fraud?
- Who would do such a thing?
- What can you do about it?

Web Analytics Training using Google Analytics:

Overview:

The Web Analytics using Google Analytics training course provides you with techniques to get the best possible return on the investment you have already made in your web site design, search engine optimization and marketing campaigns.



Topics:

The training covers:

Measuring Success

- Measuring Success Isn't What it Used to be
- Define Business Goals and Objectives
- Pulling Together the Right Tools
- Time and Effort
- Setting Up SMART Goals
- Benchmarking
- Measuring Tools and Methods

Web Analytics

- Set a Goal
- What is Conversion?
- Hits, Visits and Conversions
- Page Views
- Time on Site
- Improve the effectiveness of an online marketing strategy using Analysis
- Measuring your Site's ROI
- Log Analyzers vs. Tag-based Analytics
- Basic Web Analytics Tools: Webalizer | StatCounter | Mint
- Advanced Web Analytics Tools: Google Analytics | Ominture Sitecatalyst | HBX | WebTrends | Lyris

Google Analytics

- Getting Started with Google Analytics
- Tracking Goals
- Introduction to Goal Conversion – Tracking the Conversions
- Top Reports
- Creating Reports – Overview Report | Traffic Source | Top Content | Site Overlay
- Tracking Social Media Traffic – Advanced Segmentation
- Tracking Phone Calls with Google Analytics
- Integrating your Google AdWords campaigns into Google Analytics
- Some more Analytics Tools

Social Media Marketing Training:



Overview:

Build real customer relationships and boost your business presence with the latest tools, techniques and strategies. This training will raise general awareness of the new online landscape of social media and online social networks. Help you develop new key practical, actionable skills to monitor and address reputational issues and increase your

passion and enthusiasm for the digital social media opportunity.

Topics:

Social Media Marketing Training Course covers:

Social Media Marketing

- What is Social Media?
- Kinds of Social Media
- Social News: Digg | Sphinn | Newsvine | BallHype
- Social Sharing: YouTube | Flickr | Snapfish | Jumpcut
- Social Networks: Facebook | LinkedIn | MySpace | Twitter
- Social Bookmarking: Delicious | Faves | StumbleUpon | BlogMarks | Diigo
- Social Media Benefits
- Listen - Conversation Mining
- Social Media Tools
- Engage - Start or Participate in the Conversation
- Measuring Social Media Marketing
- Wash, Rinse, Repeat

Developing a Social Media Strategy for your Business

- Popularity of Social Media
- Research and Listen
- Identify Goals and Objectives
- Develop a Plan
- Social Media Tools
- Measure
- Define your metrics to measure your success
- Access and Course Correct
- Building relationship
- Small Business Case Study

- Social Marketing: Twitter, Facebook, YouTube, Flickr, MySpace and LinkedIn

Twitter – as a Social Media Marketing Tool

- What is Twitter?
- How to Setup a Twitter account?
- Tips about setting up a Twitter account: Personal Bio | Profile Picture | Background Picture
- Following and Listening
- Building Relationship
- Tools for managing your Tweets: TweetDeck | Twhirl
- Finding People and Companies on Twitter: Twitter Search | WeFollow | Twellow | Twibs
- Understanding the Lingo: @ sign | RT | # sing or hashtags | DM
- TweetDeck | Seismic Desktop
- Twitter Guidelines
- Finding good articles and latest news
- Twitter Tools: Twitt(url)y | Retweetist | Tweetmeme | Tweetlists
- TweetBeep: Reputation Management | Keyword Research | Competition Analysis
- TweetLater: Automate Twitter
- How to Shorten and Measure your URLs
- Monetizing Twitter

Facebook – as a Social Media Marketing Tool

- Social Networking Sites: Facebook | MySpace | LinkedIn
- Setting up Facebook and Privacy
- What Can You Do With Facebook?
- Photo Album | Events | The Wall and Notes | Chat | Groups and Fan Pages
- Why does Facebook matter to Marketers?
- Facebook Benefits: Customer Interaction | Reputation Management | Customer Acquisition | Drive Traffic | Branding
- Facebook Fan Pages
- Group Pages vs. Fan Pages - Which one should you use?
- Benefits of Facebook Pages
- Facebook Pages - what can you do?
- Facebook Marketing
- How to promote your Facebook page?
- Engagement and Conversation
- Being Found in Real Time Search

Google Buzz

- What is Google Buzz?
- Going Mobile
- Google Buzz and Privacy Issues
- Buzz and Beyond

LinkedIn - Build your SEM Network

- What is LinkedIn?
- LinkedIn Answers
- LinkedIn Groups

Progressive SEO Training:

Overview:

At present, all major search engines are using a new form of search results designed to bring a better user experience to searchers. Now, search results include images, news, videos, local listings, shopping listings, and blog posts. **Progressive SEO training course** has been designed to cater all latest SEO needs.



Mobile SEO
Article Marketing
Press Releases
Duplicate Contents
Website Usability and SEO

Topics:

The Progressive SEO Training covers:

Universal [Blended] SEO
International [Global or Multilingual] SEO
Images SEO
Video [YouTube] SEO
Local [Geo-targeted] SEO

Universal [Blended] SEO

- What is Universal Search?
- What Does Universal Search Mean to Search Marketers?
- How to Optimize for Universal Search?
- Optimize for Image Search
- Optimize for Video Search
- Optimize for Local Search
- Optimize for News
- Optimize for Social Media and Blogs
- Optimize for Shopping
- Google Base

International [Global or Multilingual] SEO

- What is International [Global or Multilingual] SEO?
- Know your Audience
- SEO Friendly Design
- Domain Extensions
- Web Hosting

- Use the Native Language where possible
- Developing a Keyword Strategy
- Keyword Research Steps
- Keyword Research Tools
- Cultural Consideration
- Different Languages

Video [YouTube] SEO

- Keyword Research
- Video Production
- Landing Pages
- Keyword Placement – Title | Description | Tags
- YouTube in Marketing
- YouTube Optimization
- Video Search Engines
- Tracking with Analytics

Local [Geo-targeted] SEO

- On-Page Factors: Make Sure Your Location is Visible
- Solicit Local Links
- Submit to Directories - Local Listings: Superpages | TrueLocal | Local.com | YellowPages.com | Localeze | MerchantCircle | Hot Frog | InfoUSA | OLX
- Add your Site on Local Search Engines: Google's Local Business Center | Yahoo's Local Search | Bing Local Listing Center | GetListed.org
- Local Search Tactics
- Local Search Industry on Twitter
- Mobile Search on the Rise
- Google Mobile | Google Mobile Ads

Mobile SEO

- Mobile Site or Mobilized Site
- Location Based Targeting
- iPhone Apps
- Mobile SEO
- Mobile Sitemaps
- Mobile Search Engines
- Mobile Browsers and Development

Article Marketing

- What is Article Marketing?
- Tips on Writing Good Articles and Headlines
- Article Submission Directory
- Duplicate Content and Article Submission

Duplicate Contents

- What is Duplicate Content?
- Why is Duplicate Content a Problem?
- How Search Engines Deal with Duplicate Content?
- What Can You do to Avoid Duplicate Content Issues

Website Usability and SEO

- What is Usability?
- Learnability | Efficiency | Memorability | Errors | Satisfaction
- The Parallel Path of SEO and Usability
- Usability and Conversion
- Designing with the User in Mind
- SEO and User Optimization
- Web Usability
- Usability Testing
- Web Accessibility and SEO

Blogs and Blogging Training:

Overview:

Having an optimized static website is now no longer considered enough when it comes to your website search engine optimization. Many companies are now incorporating blogs into their marketing strategies to interact directly with their audiences, give their brands a personality, drive targeted web traffic and increase engagement. Blogs and Blogging course teaches you how to start successfully blogging from the outset and covers a wide variety of need to know topics.



Topics:

The training covers:

- What is a blog?
- The importance of blogs
- Setting up a blog
- Blogging Platform – Blogger | WordPress
- What is RSS and how it works?
- Plugins
- Adding Social Media Plugins
- Tips for blogging
- Solve Problems, Ask Questions
- Look for Growing Trends
- Take a Poll
- Networking and Partnerships
- How often to blog?
- Experience blogging!

Content Syndication and RSS

- What is Content Syndication?
- Benefits to Sharing
- RSS Basics
- Social Networking and Bookmarking

E-Mail Marketing Training:



Overview:

Email Marketing Training provides the ideal introduction for online marketing professionals looking to include email as part of their digital marketing strategy.

Topics:

The training covers:

- E-mail Marketing Providers
- Helpful Metrics
- Where do you get a Database to Market to?
- E-mail Frequency -- How Often Should you Send out E-mail?
- Spam -- E-mail Compliance
- Email Rules
- The Landing Page Should fit the E-mail and the Offer
- How to Use Graphics
- Social Media and E-mail Marketing

Make Money using Google AdSense

Training:



Overview:

Google AdSense is a free program that enable website publishers of all sizes to display relevant Google ads and earn. The flexible, hassle-free way to earn revenue online. Get paid for displaying targeted Google ads on your site. Customize ads to match your site's look and feel. Track your success with online reports.

Topics:

The training covers:

- What is Google AdSense?
- What are the prerequisites to apply for AdSense?
- What are AdSense terms and conditions?
- How to apply for AdSense?
- How to place ads on my site?
- How to create my own site's search engine?
- Ad Units vs. Link Units
- AdSense Channels
- AdSense Optimization