



► We are alive to witness a time when humankind is using computer technology to push the limits of knowledge and freedom. We connect in the digital underworld of the Internet. Information and services are available at our convenience, making human contact unnecessary.



► The Internet provides people with options. People want immediate results, custom-tailored information, and the freedom to make decisions when they are ready. The Internet has become a way of life and the way of business. Don't let the web intimidate you -- make your web site the best.



► Get onboard with SearchEngines.com to make a place for yourself on the Net. With a plan, a little determination, and our solid strategies for Internet marketing, you will make it happen.

○ 3D Educators

○ Web Marketing

○ Mar 2010



3D Educators
Trainers and Consultants

Web Marketing

With Search Engine Optimization

MARKETING ON THE INTERNET IS AN EFFECTIVE WAY TO CREATE A FUTURE FOR YOUR COMPANY. TO LEARN VALUABLE STRATEGIES AND INFORMATION, HANG OUT WITH US FOR A LITTLE WHILE AND WE'LL TAKE YOU THROUGH THE STEPS. IN THIS SITE, YOU'LL LEARN HOW TO:

- BUILD AN ONLINE PRESENCE FOR YOUR BUSINESS
- BOOST TRAFFIC TO YOUR WEB SITE
- FIND OUT WHO YOUR CUSTOMERS ARE
- LEARN HOW TO MEET CUSTOMER NEEDS MORE EFFICIENTLY

Designer & Instructor of Program

The "WEB MARKETING" Program has been designed and will be conducted by the Senior Consultants who have been the fifteen years experience in Web Marketing Technology in the E-Commerce field, although they have worked for public, private and National and Multinational Companies.

TRAINER PROFILE

Dr. Mohammad Shaheer Waqar
PhD (Artificial Intelligence)
Masters in Philosophy
Masters in Business Administration
Masters in Technology Management
Masters in Applied Physics
MCSE + I, MCDBA, + A+, Web
Master
CISA Certified
Microsoft Partner
President of 3D Group
CTO, Chief Trainer, CRO
Member of ISACA, PMI, IEEE, ISO
QPSP and NTF

Dr. M. S. Waqar having the extensive experience in the field of IT auditing and its consulting, he has worked on several projects with national, multinational, private and public sector at Europe, Pakistan, and Middle East.

He has written a complete manual for ISACA Chapter related to CISA and having the publication authority from them. 12 Research Paper with dissertation has published worldwide.



3D EDUCATORS

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Program Importance & Contents

Search Engine Optimization – Web Marketing

SCOPE OF PROGRAM

Market is always looking for professional and skilled people. This course will enhance your knowledge according to domain and will give the ultimate edge in the professional market. The Professional Market is consider & privilege those people who may have the extra ordinary skills and certification that may prove the ability, intelligence, experience and wisdom.

E-Commerce Strategies
Selection of target Market
Updated Information of Internet
Tools of web Marketing
How to make communities
Concept of Marketing
What is E-Marketing or web marketing?
How you can promote your business on internet
Scope of E-Marketing
Mathematical Model of E-Commerce Business
Techniques and terminologies of web marketing
What are the Search Engines?
How to Optimize the Search Engines
How Search Engine Works
How the search engine works and search engine placements
Re-known Search Engines
What is role of Google, Yahoo and MSN on SE MARKETING?
How you can enter in the search engine
How you can increase your sales on Internet
What major steps that you have to take to build your website
Strategies to develop E-Commerce Website
Strategies of web marketing
Affiliate Marketing
How to make Affiliates
Customer behaviors & Segmentation
Meta tags and searching techniques
Why the people buy the product from internet
Research graph of different country that are involved in E-Commerce business
Your Co-Partnerships or affiliation to other business
Banners Ads and keywords
Drive traffic to your site
Lower the cost of customer acquisition
Define realistic objectives
Take full advantage of the unique marketing characteristics of the Web
Make Web advertising campaigns pay their way
Analyze campaign results and allocate marketing dollars for maximum results

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TRAINING INAUGURATION

Will be done by Senior members of 3D Educators.



THREE FULL DAY PROGRAM

TRAINING MATERIAL:

- Training Presentation
- TIPS & Suggestion
- Online Exercises

METHODOLOGY OF PROGRAM:

The program is totally based on multimedia lectures and equipped with real time case studies. The Trainers will give you the complete idea of Web Marketing with online exercises that how you can divert the traffic from different ways. Techniques are also related to SEO, offline and online Marketing. The Program will also cover the strategic marketing aspects for web marketing.

