

# WEB MARKETING Training program



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.

## What you'll learn

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

**Program is offered by: 3D Educators – Trainers & Consultants**

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**3D EDUCATORS**

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**TRAINERS & CONSULTANTS**

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# Program Details

## Inauguration

The Training Program will be inaugurated by a senior member of 3DEducators

## Program Structure

Number of classes in a week	One Class Per Week
Duration of each class	2 – Hour (16 Hours)

## Other Learning Activities:

Classroom Assignments	2
Presentations by Trainees	2

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## About the Program Designer & Instructor

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The Profile of Program Designers & Instructors is given below:

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.

The Person are qualified and certified in Networking and PhD, MBA (MIS), MS, MSc Applied Physics.

At present, faculty is working with the top most company in Pakistan and involve in the Web Marketing projects in a senior position, also involved to provide training for last fifteen years.

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## Program Syllabus

### COURSE CONTENTS:

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