



## Learning Objectives

- 1) You are able to implement the 2 key marketing components to search engine marketing - Paid Search and Search Engine Optimization after the completion of training and improve your business performance.
- 2) You are able to get a good knowledge in how Paid Search and SEO complement each other and help you in your work to improve website traffic and generate quality leads.
- 3) You are able to learn how to use effective keyword to improve your company ranking, visibility and credibility.

## Course Outline

This 2-day course is meant to be a to-the-point guide on the benefits and cons on using Search Engine Marketing and SEO including:

- Learn how to do Effective Keyword Research
- Understanding campaign settings and key targeting criteria which would find your target market
- Understanding Ad Rank in Google Adwords
- Learn the Key Framework on Good landing/website pages
- Understand The Google quality score and what contributes to a good quality score
- Understanding key metrics which can save you hundreds of dollars
- Integrating with Google analytics
- Understanding the conversion optimizer
- Factors affecting lead generation and traffic conversion
- Keyword research tools and long tail SEO keywords
- Creating the SEO based content and writing
- Understand off-page SEO factors and SEO Ranking factors which matter
- Dealing with competition, using the right tools to assess and overcome the competition.
- Tracking Your SEO ranking and Keywords
- Landing Pages and testing

## About the Trainer



Chu Tzu Ming is Managing Director at Persuasion Media, a company focused on building Internet based businesses in South East Asia. He has been building businesses for the past 10 years in the Internet, mobile and technology sectors. He was most recently Partner and CEO of a regional based Venture Capital firm where he invested, restructured and took public many high growth companies including one of Asia's leading Online Advertising networks on the London Stock Exchange.

He has also negotiated and executed mergers and acquisitions in the Online Media space across Asia, US and Europe and has significant global corporate and technology experience with leading Management and Technology consulting firms at Kearney and Deloitte Consulting where he was involved in Oracle Applications and Databases. His clients included the largest multinational companies in the world in the Mobile and Media sectors including Axiata and Hewlett Packard. Tzu Ming graduated with a degree in Law from Exeter University, United Kingdom and an MBA from the Australian Graduate School of Management (AGSM). He is a Google Certified Analytics Individual and also certified in Advanced Search Engine Marketing and sits on the board of a few web start-ups companies in Asia. He is also a certified PSMB trainer and conduct social media regularly.

Tzu Ming is also a contributor on New Media at Marketing Magazine Malaysia.

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Find out how we can customise this programme for your in-house implementation.

**Some of the clients who have benefited from the area of Social Media and Digital Marketing**

*Ministry of Human Resource, Malaysia  
Etiqa Insurance, Malaysia  
Corus Hotel Kuala Lumpur  
Rockwills Malaysia  
NEP Holdings Sdn Bhd  
Nando's Malaysia  
Khind-Mistral Malaysia  
Wawasan Open University  
International Business Review  
National University of Singapore  
Singapore Telecommunications Ltd  
Malaysian Chamber of Commerce, China  
... and many others*

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**Quest Digital Marketing Institute** is a division of Quest Learning, providing training, coaching and educational programmes on Digital Marketing including the latest trends in Social Media and Mobile App Marketing. Together with NetProfitQuest, we provide Social, Local and Mobile (SoLoMo) solutions to our clients

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