

## **INTRODUCTION**

In the online world of web publishing, it is essential to understand online behaviours well so as to devise strategic online tactics to gain mastery in generating massive web traffic.

Knowing the formula of the web 2.0 platform well will enable you, the site owner to design and structure your website to cater to a mass audience online.

Traffic mastery is about knowing and using the latest technology available today, understanding online demand searches and knowing exactly what your clients wants from you so that you can supply the product or service to them!

Many web development courses will only show you how to develop a web site, anyone can create a web site and in reality, doing so only creates a weak foundation for your online business. Traffic Mastery is about knowing how to get that missing element of the web site which is TRAFFIC, which is of utmost importance of understanding online behaviours to the ultimate sale you want to get from your web viewers.

We use a simple yet powerful understanding of **KEI** to help web owners understand how traffic can be gathered. Web site is not just a tool – it is used to build credibility and relationships with your visitors that are long-term and will have the client keep coming back year after year to visit or buy your products/services on your website.

This **hands-on step-by-step workshop** will equip you with practical insights and teach you the essential tools and knowledge that will help you to become a traffic expert to create massive traffic online.

## **LEARNING OUTCOMES**

By the end of this seminar, participants will be able to:

- gain a better understanding of Web 2.0
- plan their traffic strategy to appeal to their web visitors
- understand the different internet marketing tactics in relation to traffic mastery
- create compelling online sales copy
- develop quality content on Web 2.0 system
- build quality web content easily
- understand what your competitors do and devise strategies to out-play and out-smart
- understand what it means to get high rankings in search engines

## **WHO SHOULD ATTEND**

**ALL Serious Individuals** who wants to grow their very own on-line business for extra income.

ALL Online Stores, E-Commerce Site Owners.

ALL Sales and Marketing, Web, IT professionals, including companies & corporations who wants to establish their online presence & establish more traffic to their web sites.

ALL Entrepreneurs, Sole-proprietors & Professionals who wants to grow their business & who have valuable experiences and knowledge to share.

ALL Super Working Mums & Dads who wants to spend more quality time with their growing children & continue to earn an income on-line.

ALL Parents with growing teenage children who wants to keep-up-to date & improve their IT knowledge for better communication with their children. Show them you are IT savvy and better too!

**This seminar is also suitable for:**

**ALL Individuals who wants to upgrade their skills and prepare themselves for an additional, alternative or second career.**

## **WORKSHOP HIGHLIGHTS**

- ✓ Apply essential Web 2.0 tools
- ✓ Avoid the No.1 mistake of most Internet Marketers
- ✓ Devise various internet marketing tactics to build your online success
- ✓ Discover how to leverage on web 2.0 to your advantage
- ✓ Discover RSS with Blog
- ✓ Discover the art of creating compelling online sales copy
- ✓ Learn how to build trust and credibility online
- ✓ Learn how to read and understand your web viewers
- ✓ Plan and develop strategies to out-smart your competitors in the online arena
- ✓ Understand the importance of KEI
- ✓ Understand the importance of SEO and how to get high rankings in search engines
- ✓ Understand the importance of web content

## **WORKSHOP MODULE OUTLINE**

### **1. What is Traffic Mastery?**

- What is it?
- How does it affect your online business?
- Understand search engines and the internet
- What are the essential steps towards traffic mastery?
- Being a master in getting traffic

## 2. What is Web 2.0?

- What is it?
- Differences between Web 2.0 and Web 1.0
- Understand RSS
- Understand the power of Blogs

## 3. 5 Steps to Online Success

- Find a large and easy to reach target market
- Find a product or service the market wants
- Setup your online business
- Setting up a GREAT Sales Process
- Understand the importance of backend

## 4. Understand Search Engine Optimization

- What is SEO?
- Understanding of search engines
- Key importance of KEI
- Understand keyword research
- Mastering the art of ranking high

## 5. Setting up your online business

- Finding domain names that sells
- Understanding the key pointers of a good web host
- Setting up your payment gateway
- Working smart with auto responders

## 6. Understand how blogs work

- What are blogs?
- Differences between web sites and blogs
- Setting up your very own blog
- Understand plug-ins to enhance your blog
- Customization of your blog
- Adding Feedburner and Technorati

## 7. Understand AdSense Revenue

- What is it?
- Rules and regulation of AdSense
- Setting up AdSense
- Discovering highest CTR placement for AdSense

## 8. Understand Article Marketing

- Introducing article writing
- Discovering Article Directories
- Writing compelling articles that gets traffic
- 3 Important factors to successful article publishing

## 9. Understand Social Bookmarking

- What is it?
- Getting traffic from social sites
- Setting up social networks

## 10. Understand Forums

- Introduction of forums
- Types of forums to look for
- Getting traffic from forums
- Creating compelling signatures

## 11. Link Exchange Networks

- Types of link exchanges
- Understanding of Page Rank
- Key elements of a good link exchange

## ABOUT THE TRAINER

Alvin Phang, a very successful and courageous entrepreneur who turned his hobby into his business. His major breakthrough achievement arrived when his blog on the internet was ranked as the World's No.1 Blogger on the Internet getting an Alexa Ranking of 37,677 beating 1 million over websites online and the ranking status is currently still rising in Technorati at ranked 24,000 out of 71 million blogs. His website [www.gathersuccess.com](http://www.gathersuccess.com) is making sales at a rate of US\$2000/week.

A blogger that never sleeps, Alvin is a much sought-after speaker. Alvin speaks regularly at the Poly to coach students on Internet Marketing and he conducts seminars and courses to students both online and offline.

Alvin is now a full-time Internet Marketer. Alvin wholeheartedly shares his knowledge on the techniques on how to use traffic strategies and search engine optimization to generate tons of traffic to double or triple your passive income every month!

## RAVE REVIEWS

*Past graduates of this powerful "step-by-step hand-on" workshop have reported:*

**Dr Mike Teng - Managing Director, Author of Corporate Turnaround: Nursing a Sick Company Back to Health**

"Alvin's seminar is very practical, the knowledge he imparts could be easily applied with all the strategies, tools and techniques given".

**Ewen Chia - World's No.1 Affiliate Marketer**

"It's A Straight-Forward, No-Fluff Blueprint"

"Hi Alvin, many people may not know this but you're really good at blogging. In fact you're one of those 'undiscovered' blogging experts who are quietly making a good living from blogging.

Atomic Blogging is a great step-by-step guide for people who seek to learn and profit from their own blogs. I enjoyed it and it's a straight-forward, no-fluff blueprint which will help many new bloggers. Good job!"