



THE INSTITUTION OF ENGINEERS, MALAYSIA

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TALK ON SEARCH ENGINE OPTIMIZATION

(Organised by Information and Communications Technology Special Interest Group, IEM)

BEM Approved CPD/PDP HOURS: 2

Ref No: IEM14/HQ/421/T

Date : 19 December 2014 (Friday)
Time : 5.30 pm – 7.30 pm (Refreshments will be served at 5.00pm)
Venue : C&S & TUS Lecture Room, 2nd Floor, Wisma IEM, Petaling Jaya
Speaker : Mr. Michael Cheng

SYNOPSIS

You may have designed the most appealing website, only to find out that no visitors or very few ever visit your web page. You may be wondering how and why some websites make it to the first page on the search engine page result whereas many just do not appear to be ranked. To organically rank your website amongst the top quartile you need to understand Search Engine Optimization, or SEO in short. Getting yourself familiar with how search engine works, and importantly getting updated on its regularly changing Terms & Conditions will assure you of the benefits that you reap when you sow the right seed of information.

According to the statistics released by Alexa Rank on 1 October 2014, there were 1,100,000,000 Estimated Unique Monthly Visitors using Google. Second come Bing, with 350,000,000. The other search engines include Yahoo!, Ask, AOL and WOW. From the statistics, it was clear that Google (NASDAQ:GOOG) has been the #1 Search Engine in the world. Hence you may deduce that to understand and be rewarded in the SEO practice, your first step is to get to know GOOGLE. Its terms and conditions, game plan - that is.

Search Engine Optimization (SEO) is a very powerful FREE online strategy used to achieve high rankings of web pages in search engines for relevant search terms with the aim of driving targeted online visitors to a website. A successful SEO campaign will allow a website to position itself to achieve maximum search engine visibility. It will allow website owners to reach out to a new group of online visitors, internationally.

A properly executed SEO campaign will result in attracting not only targeted traffic, but also long-term sustainable traffic to a website from search engines – all without having to pay the search engines for the traffic generated.

Let show you the effective ways of enhancing your online presence with the help of search engine optimization. Learn the basics of how to optimize your site and know some of the tips and tricks of the trade so that you will be on top of your game.

There are specific terms that help you make sense of the SEO jigsaw puzzle. Terms such as Keywords, Keyword Density, Internal Links, External Links, Backlinks, Paid Search, Organic Rank, etc. Also be reminded that you will be rewarded by the web crawler "Spider" when you do the RIGHT thing; and at the same time be aware of the penalty that may shut down your website, i.e. Google's own "Penguin." if you ever not follow the stringent rules. All these are for the purpose of having only quality websites. Use these correctly, plus many more, you are on your way to become SEO expert.

In any work that human does, quality and productivity is still the number one priority. To be effective and producing quality SEO services, approaching the subject with a "design first" mindset will give you a good head start. Having a proper design in place saves you hours of energy, time and money. In short you'll be productive when implementing the project. You will get to know how and why design is such an important requirement.

Last but not least, to be successful in the borderless digital market, it requires registration of a domain name with a top level domain in the target market, web hosting with a local IP address and professional translation of web pages if you are considering non-English speaking visitors.

BIODATA OF SPEAKER



Mr. Michael Cheng is an Integrated Online Marketing Solution Provider, Trainer and Consultant. He has over 13 years of experience in Training and Consultancy. He is a Certified Vocational Training Officer by JPK under the Ministry of Human Resource, Malaysia. He is Google Advance Search and Advance Display Certified. He has attained his Advance Search Engine Optimization Certification from Asia Search Engine Academy, the World's largest hands-on SEO training academy, licensed by the Search Engine Workshops USA. (2013-2014). Currently he is holding a position as the Account Director with Page Advisor, a Local Business Advisory Portal

www.PageAdvisor.com being an one-stop marketplace where consumers can quickly and easily engage local merchant services via a real-time bidding platform. This start-up is pioneered by Fabian Lim, an Internet Marketing Guru from Singapore catering to the Malaysian SMEs working closely with 5 other Account Directors managing a total of over 60 Account Managers. Michael is associated with ClickMedia Singapore that has been servicing online marketing solutions like SEO Projects and Google Adwords Advertising over the last 7 years. He is partnering with Fabian Lim in an one-of-its kind World Internet Academy www.worldinternetacademy.com, an online education platform.

He has also attained his certification as a Master Transformational Leader, Master Transformational Coach, Master Next Generation NLP, Master Ericksonian Hypnosis Certification and Transformational Speaker.

He holds a degree in BSc in Accounting and BBA in Finance from University of Lexington, Kentucky USA (1996)

Ir. Lee Mun Poh
Chairman,
Information and Communications
Technology Special Interest Group, IEM

ANNOUNCEMENTS TO NOTE:

- Preferential admission to talk shall be accorded to IEM members (**pre-registration and online registration are NOT required**). (telephone and/or fax reservation will **NOT** be entertained)
- **Non members** may also attend the talk but will be charged a registration fee of **RM50** and an administrative fee of **RM10**.
- For affiliate members, there will be no registration fee. However, they are requested to produce their membership card as proof of membership. For the list of affiliates, please refer www.myiem.org.my/content/memorandum_of_understanding-469.aspx.
- Limited seats are available on a "first come first served" basis (maximum 110 participants).
- IEM members are required to produce your membership cards for confirmation of attendance (CPD purpose).
- Latecomers will not be allowed to enter if the lecture hall is full nor be entitled to CPD.
IEM members who fail to produce their membership cards will be charged a fee of RM20.00.

FUNDS FOR IEM BUILDING FUND (WISMA IEM)

- Kindly be informed that IEM will be charging participants **RM10** as administrative fee for talks organized by IEM.
- The fee would be used to cover overhead costs, building maintenance expenses as well as to support the purchase of the new building.
- All contributions will be deeply appreciated by IEM
- Students are however exempted. Your understanding is greatly appreciated.

CPD HOURS CONFIRMATION

Name:

Membership No:

Signature: