

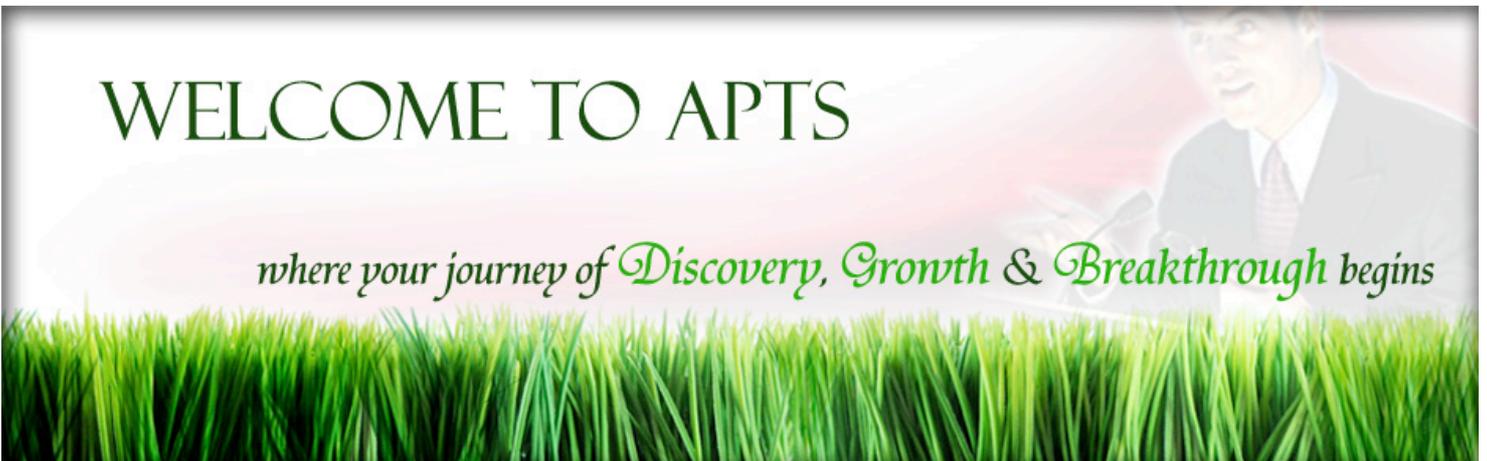


Association of Professional Trainers
SINGAPORE



WELCOME TO APTS

where your journey of Discovery, Growth & Breakthrough begins



SYNOPSIS

“SEO is dead”.

Many people have claimed SEO (Search Engine Optimization), to be dead for more than a decade, and yet after the “boom of social media”, it is still alive and kicking, and still generate lots of leads for businesses.

As a corporate trainer, how can you generate “Big MNC” leads, where each lead can worth 5 to 6 figures? How can you generate these high quality leads consistently?

That’s the power of SEO – optimizing your website for Google search engine and ranking it high for profitable search terms in your industry.

With 6 years of experience in SEO, Ding Neng has ranked multiple business websites, in competitive markets such as the private tuition, property, and corporate training industry.

In this 1 hour session, Ding Neng will reveal:

- Quick strategies to identify profitable keywords that generate quality leads for your business
- The 5 little tweaks you can do immediately to optimize your website for Google
- Simple tips to write content that Google will love
- Powerful SEO strategies to boost your website ranking and make it stick on Google

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As part of his presentation, Ding Neng will also select 3 lucky attendees from the audience to have their corporate training website audited with tips to improve its SEO.

SPEAKER

Ding Neng's first online marketing venture began in 2008 when he built a website about violin (his other passion), flooded it with search traffic, and sold it for a significant sum. This opened his eyes to the huge potential of digital marketing.

Since then, his deep passion in digital marketing has helped him come out top 20 in the World's Coolest Intern Contest 2010, an international competition organized by Standard Chartered Bank for their search for social media savvy interns.

After graduating from Nanyang Technology University with a degree in Mathematics & Economics, he pursued his passion in digital marketing and public speaking by joining a corporate training company, managing its marketing and sales operations.

With his deep interest in SEO, he continues to research and tweak its approach to rank websites on top of Google searches and generate high quality leads in various industries.

