

China Digital Marketing Course

Our China digital marketing course is designed to help you and your team if you are actively managing digital marketing to China. You will find this 8-hour-course practical if you're working hands-on on a Chinese website or China social media marketing. Our course is designed to help different types of people:

- + Company owners and marketing managers.
- + Digital marketing and Ecommerce managers.
- + Digital marketing specialists for China.
- + Consultants and agencies targeting to China.

What **benefits of the training** of China Digital market?

1. China Digital Marketing Gets You Found.
2. SEO Skills Keep Chinese Customers Engaged.
3. China Digital marketing course is Affordable.
4. Our Consultant Help You Keep Up with Competitors.
5. The training help your website localized to Chinese
6. Digital Marketers Monitor Your Reputation in China.
7. Chinese digital marketing teacher can be your valued Consultant

Content of China Digital Marketing Course China SEO Fundamental Course

Chinese On-site optimization

Chinese Web Development and Design

Mobile development for China

China Mobile UX

Writing for China Digital Marketing

Chinese SEO copywriting

Search Engine Optimization (SEO)

Chinese SEO and key phrases

Tools of the Chinese SEO

Differences between Baidu and Google

White Hat SEO, Black Hat SEO and Grey Hat SEO

How to be indexed by Baidu
Chinese Long-tail keyword distribution and density
Internal Links on Chinese website
Chinese tags optimization to pictures and videos
The elements of Baidu Search Ads
Bidding and ranking for Baidu PPC
Setting up a Baidu Ads campaign
Tools of the Chinese keywords
Payment models for Baidu advertising
China Affiliate Marketing
China Data Analytics tools
Baidu Analytics and Google Analytics
Chinese Landing page creation
Website Heatmap Analysis
Conversion Rate Optimization Process

China SMO Fundamental Course

What is China digital marketing?
Crafting a digital marketing strategy for China market
Justifying the cost of China market research
Tools of China digital marketing
Strategic Chinese Content creation
Chinese Content channel distribution
Chinese Video content strategy
China Social Media Channels
Off-site optimization for Chinese websites
China Social media marketing: Rules of engagement
Step-by-step guide for recovering from an online brand attack
Effective link exchange channels in China
Chinese Local Directory
China Email strategy and planning
China Mobile Marketing
China Mobile E-Shop

China SEO Fundamental Course	Chinese Social Media Optimization	China SEO + China SMO Course
\$1000 8 Hours	\$1000 8 Hours	\$2000 16 Hours
<ul style="list-style-type: none"> ✓ 1 day Complete 8 hours (1 day X 8 hours) ✓ Or 2 days complete 8 hours (2 days X 4 hours) ✓ Online video conference live google meet ✓ Teacher shares a screen and guides a student 1-on-1 ✓ E-toolkit - Free e-textbooks ✓ Training certificate to be issued 	<ul style="list-style-type: none"> ✓ 1 day Complete 8 hours (1 day X 8 hours) ✓ Or 2 days complete 8 hours (2 days X 4 hours) ✓ Online video conference live google meet ✓ Teacher shares a screen and guides a student 1-on-1 ✓ E-toolkit - Free e-textbooks ✓ Training certificate to be issued 	<ul style="list-style-type: none"> ✓ 2 days Complete 16 hours (2 days X 8 hours) ✓ Or 4 days complete 16 hours (4 days X 4 hours) ✓ Online video conference live google meet ✓ Teacher shares a screen and guides a student 1-on-1 ✓ E-toolkit - Free e-textbooks ✓ Training certificate to be issued
Get it Now	Get it Now	Get it Now

Payment Methods:

50% deposit on order confirmation, 50% balance before the video conference

Bank Transfer Credit Card Paypal

Learning by yourself may be at the cost of frustration and misunderstanding. Participating in our training program can quickly help you become professional digital marketer. Our step-by-step guide helps you to create a China digital marketing strategy. Our digital marketing template and spreadsheets are given free for you to custom create your plan and processes.

Want to learn more? Get in touch today. I'll be happy to walk you through whatever you need to know. Join our SEO China group, to learn from the professional Chinese SEO expert.



Connect With MrSheng.Work

Sheng is a freelance SEO specialist, website developer and digital marketing consultant. His work experience has over ten years, ranging from international marketing strategy to Google and Baidu SEO. He has contributed to big promotional projects for famous American brands like HBO, Disney, NASA and General Motor. When he is not busy working in front the laptop, he can be found Zumba dancing in the gym or outdoor photographing in travel.

After completing a master's degree in English language and business in 1997, Sam Li Sheng continues to spend nearly twenty years living in China, USA and Philippines where he has worked as an ESL teacher and digital marketing manager. He specializes in SEO, Google Baidu analysis, WordPress website develop, conversion optimization and content marketing in bilingual language Chinese and English.

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