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Gain a foundational understanding of search engine algorithms and how they influence organic search results and website performance. Building on this knowledge, you'll explore the key components of a successful SEO strategy—including keyword selection and research, consumer psychology, and search behavior. The course also covers on-page SEO analysis techniques to uncover optimization opportunities. In addition, you'll examine how AI is reshaping SEO—from content generation to algorithm updates—and how to adapt your strategy accordingly. Learn the latest best practices for building resilient, effective SEO strategies that align with current search trends, user expectations, and ethical guidelines in an increasingly automated search landscape. Attract and Engage Customers with Digital Marketing is the second of eight courses in the Google Digital Marketing & E-commerce Certificate. In this course you will practice using search engine optimization (SEO), search engine marketing (SEM), and display advertising to attract and engage customers online. You will explore the stages of the marketing funnel and learn how to use digital marketing tactics to move customers through the stages. You'll learn how to increase the quality and quantity of website traffic by understanding SEO fundamentals like keyword research, search engine algorithms, and link building. You will also learn about paid search and advertising, and explore tactics used to gain visibility and reach potential customers on search engine results pages, or SERPs. By the end of this course you'll be able to apply digital marketing strategies, best practices, and tools to increase awareness of a business, understand customer needs, and engage people's interests with products and services. Google employees who currently work in the field will guide you, providing hands-on activities and examples that simulate common digital marketing and e-commerce tasks while showing you some of the best tools and resources used on the job. Learners who complete the eight courses in this program will be equipped to apply for entry-level jobs in digital marketing and e-commerce. No previous experience is necessary. By the end of this course, you will be able to do the following: - Identify customer personas and build your target audience - Describe the marketing funnel's purpose and benefits - Know how to increase your conversion rate - Explain the purpose of SEO and the essential SEO terms to know - Use Google Search Console and its reports to monitor a site's presence in Google Search results - Recognize the benefits of SEM and why to do it - Understand the fundamentals of Google Ads and targeting audiences Prepare for a new career in the high-growth fields of digital marketing and e-commerce, in under six months, no experience or degree required. Businesses need digital marketing and e-commerce talent more than ever before: 86% of business leaders report that digital commerce will be the most important route to growth. There are over 116,000 open jobs in digital marketing and e-commerce with a median entry-level salary of \$71,000 in the U.S. Throughout this program, you will gain in-demand skills that prepare you for an entry-level job and learn how to use tools and platforms like Canva, Constant Contact, Google Ads, Google Analytics, Hootsuite, HubSpot, Mailchimp, Shopify, and Twitter. You will learn from subject-matter experts at Google and have a chance to build your own portfolio with projects like customer personas and social media calendars to show to potential employers. 75% of certificate graduates report a positive career outcome (e.g., new job, promotion, or raise) within six months of completion. Check out all Google Career Certificates here. This program contains no confidential information. All Google Search features taught are publicly available, you can learn more in official Google Search documentation. Lightcast™ U.S. Job Postings (2024: Jan. 1, 2024 - Dec. 31, 2024) Based on program graduate survey, United States 2022 Applied Learning Project This program includes over 190 hours of instruction and practice-based assessments, which simulate real-world digital marketing and e-commerce scenarios that are critical for success in the workplace. The content is highly interactive and developed by Google employees with experience in the field. Skills you'll gain will include: Developing digital marketing and e-commerce strategies; attracting and engaging customers through digital marketing channels like search and email; measuring marketing analytics and sharing insights; building e-commerce stores, analyzing e-commerce performance, and building customer loyalty. Platforms and tools you will learn include: Canva, Constant Contact, Google Ads, Google Analytics, Hootsuite, HubSpot, Mailchimp, Shopify, and Twitter. Through a mix of videos, assessments, and hands-on activities, you'll learn how to use popular tools and platforms required for an entry-level job. Learn concrete skills that top employers are hiring for right now. Learn the ins and outs of optimizing a website, from conducting an initial audit to presenting your findings and recommendations. Hands-on activities include learning how to select and apply appropriate keywords throughout a website, incorporating keyword research in a content marketing strategy, and optimizing a site for local search. You will also learn strategies for setting goals and client/stakeholder expectations, building effective analytics and reports, and communicating SEO improvements. Skills you'll gain: Keyword Research, Search Engine Optimization, Web Analytics and SEO, Content Creation, Social Media Strategy, Target Audience, Client Services, Social Media, Content Strategy, Social Media Marketing, Competitive Analysis, Consumer Behaviour, Google Analytics, Forecasting, Content Development and Management, Digital Marketing, Expectation Management, User Research, Content Marketing, Marketing

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