

Certified Digital Marketing Specialist Search Marketing



Duration 4 Days

WHAT WILL YOU LEARN?

As a search specialist you will understand the significance of key campaign metrics, perform analysis and optimization of campaigns to increase conversions, and generate insightful reports to satisfy boardroom level stakeholders in your search marketing campaigns.

WHAT CAN YOU EXPECT?

Through dynamic lectures and case studies you will gain exposure to the latest techniques and tools to improve your digital marketing and brand-building efforts. You'll be an accredited search marketing specialist with the expertise to create, manage and implement advanced search marketing strategies using AdWords, PPC, display and remarketing techniques.

PROGRAM CONTENT

- **Introduction to Search Marketing**
Gain a solid foundation in the key technical concepts of search marketing. Learn how the core search elements, including search engine optimization, pay-per-click advertising, and analytics, work together to drive targeted, high-converting traffic.
- **SEO Setup**
The SEO Setup module introduces you to the key concepts relating to Search Engine Optimization, how search engines work and the key components of Search Engine Results Pages (SERPs). You will learn how to set your business, website and SEO objectives and become aware of the free and paid keyword research tools that you can use in your SEO activities.
- **SEO Content**
Develop an understanding of the importance of content relevance and the technical aspects of on-page optimization, enhance search traffic, and develop broader engagement levels across different digital marketing channels.
- **SEO Workshop**
You will be introduced to the relevant laws and guidelines, including privacy and data protection laws that pertain to the different aspects of SEO.
- **Paid Search**
The Paid Search module introduces you to the fundamental concepts of PPC advertising. You'll learn how to set up an AdWords account, interact with the AdWords interface and understand the AdWords hierarchy
- **Display Advertising**
The Display Advertising module introduces you to the key performance indicators in display campaigns, including ClickThrough-Rate (CTR), Conversion Rate, Average Cost-Per-Click (CPC) and the concept of the Quality Score.

- **Video Advertising**

Explore Pay-Per-Click Video Advertising and investigate the opportunities for advertising provided through display advertising networks, video hosting platforms, and mobile platforms with the Video Advertising module.

- **Analytics Setup**

The Analytics Setup module enables you to understand how to measure, monitor and optimize your digital marketing campaigns for success.

- **Applied Analytics**

Taking your analytics knowledge to the next level, Applied Analytics will help you to develop your understanding of the more technical aspects of analysis.

- **Strategy & Planning**

The Strategy & Planning module will teach you how to devise an all-encompassing search strategy using the PROPEL strategy model. You will learn how planning, researching, setting objectives, preparation, execution and learning are the key components of a successful social strategy and ROI.

WHO IS THIS PROGRAM FOR?

This specialist certification is perfect for those who wish to understand the significance of key search marketing campaign metrics, perform analysis and optimization of campaigns to increase conversions, and generate insightful reports to satisfy boardroom level stakeholders.