



5 Courses

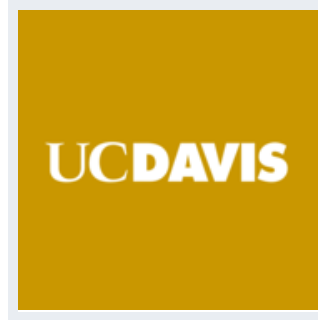
Introduction to Google SEO

Google SEO Fundamentals

Optimizing a Website for Google Search

Advanced Content and Social Tactics to Optimize SEO

Google SEO Capstone Project



Feb 2, 2022

AL AMIN

has successfully completed the online, non-credit Specialization

Search Engine Optimization (SEO)

Designed and taught by industry-leading professionals, the SEO Specialization provides you with modern real-world experiences, knowledge and skills needed to optimize websites for search engines. You'll learn the key theories on how search engine optimization works and then practice and apply essential, hands-on SEO skills, such as:

- On-page and off-page optimization
- Optimizing search for local and international audiences
- Aligning SEO with overall business strategies
- Performing intelligent keyword search
- Conducting a full website audit
- Developing great content
- Making recommendations to improve optimization

The Specialization culminates in an integrative Capstone Project in which you will conduct and lead a comprehensive SEO consulting project.



Rebekah May, SEO
Manager & Lead SEO

Instructor

Dave Lloyd, Senior
Manager, Global Search
Marketing

Eric Enge, CEO, Stone
Temple Consulting

The online specialization named in this certificate may draw on material from courses taught on-campus, but the included courses are not equivalent to on-campus courses. Participation in this online specialization does not constitute enrollment at this university. This certificate does not confer a University grade, course credit or degree, and it does not verify the identity of the learner.

Verify this certificate at:

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