

Certificate attachment

INTERNET MARKETING



As part of the training program

Google Skills of Tomorrow in the area of internet marketing

The Participant has completed the material covering:

8

weeks

5

educational areas

101

lessons

>100

study hours

Curriculum details:

Fundamentals of management and business

Introduction to management and marketing

Basics of strategy marketing and sales

Performance marketing in practice

Advertisement for online stores

Basic optimization and campaign management of Facebook Ads

Basic optimization and management of Google Ads campaigns

Basics of internet marketing

The use of email marketing and automation in business

The basics of advertising in the search engine and the advertising network

Basics of advertisement in Social Media

Search Engine Optimization - SEO

Website optimization for the user - UX

Using data in business optimization

Fundamentals of web analytics

The use of web analytics in online business

Technological aspects of doing business online

Website script management