WEB GRUPPEN

# **Certified** Digital Marketing Specialist - Search

Align your skills with the needs of industry

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AUTHORIZED PARTNER

digitalmarketinginstitute.com

Validated by the Industry Advisory Council comprised of members from:

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digital marketing institute

**Content**

# Certified Digital Marketing Specialist - Search


Welcome

Program Overview

Program Content

How Is The Program Delivered?

Program Assessment

Certification Roadmap

Subject Matter Experts

Industry Advisory Council

Global Partners

**Welcome**

## Digital technologies have changed the way we work, live and communicate. We know this huge shift can pose challenges for your current role. We know that advancing and progressing your future career is important to you.

Search marketing remains one of the most influential digital disciplines with over 90% of web users relying on search engines to find what they are looking for.

Knowing how to increase visibility of your brand and convert traffic from within search engines is crucial to nearly every business operating today.

That's why we have designed a specialist certification that can make a difference in your life. Industry aligned, it can help you stand out from the crowd and highlight your capabilities. It can boost your credibility. It can transform you into a search specialist.

Become a leader in your industry by becoming a certified search professional.

Your digital future awaits.

setting the standard

The Digital Marketing Institute sets the global standard in digital marketing and selling certification. We have certified more professionals to a single digital education standard than any other certification body.

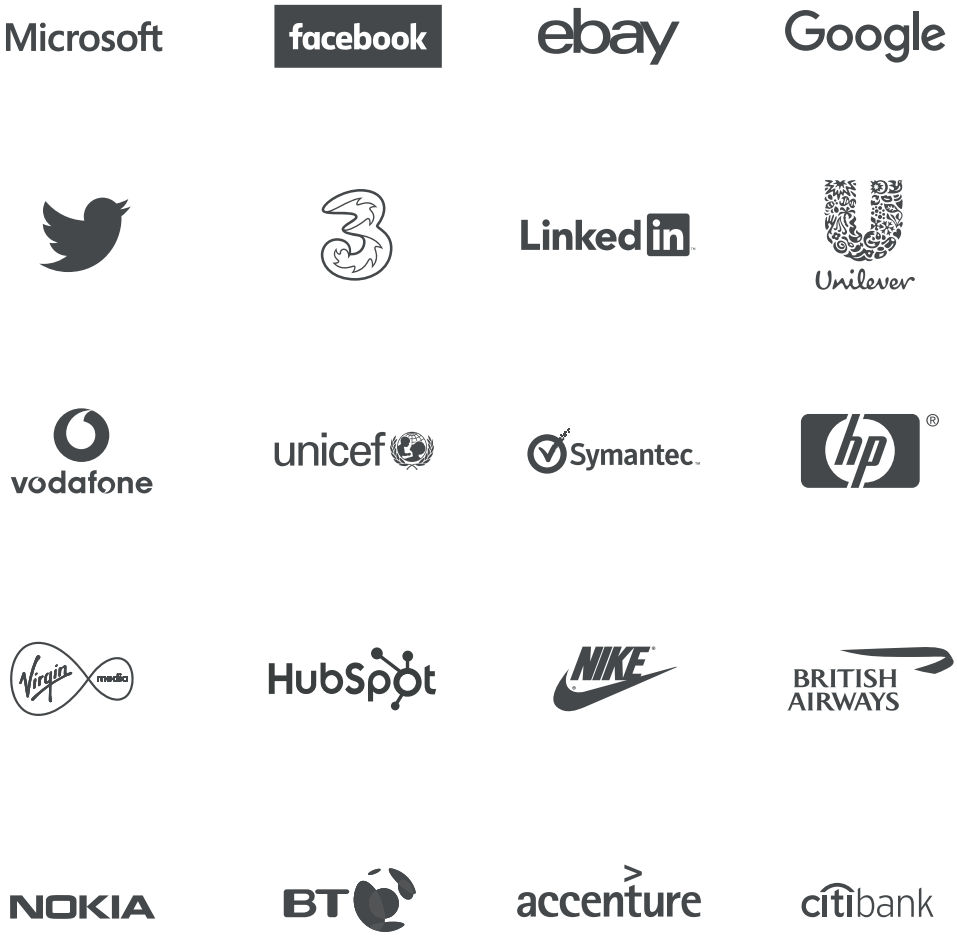
We work with digital industry experts to design and develop standards that define the digital skills and capabilities required of today's professionals. Our certifications deliver best current practice, theory and applied skills in digital, and are recognized and respected across all industry sectors.

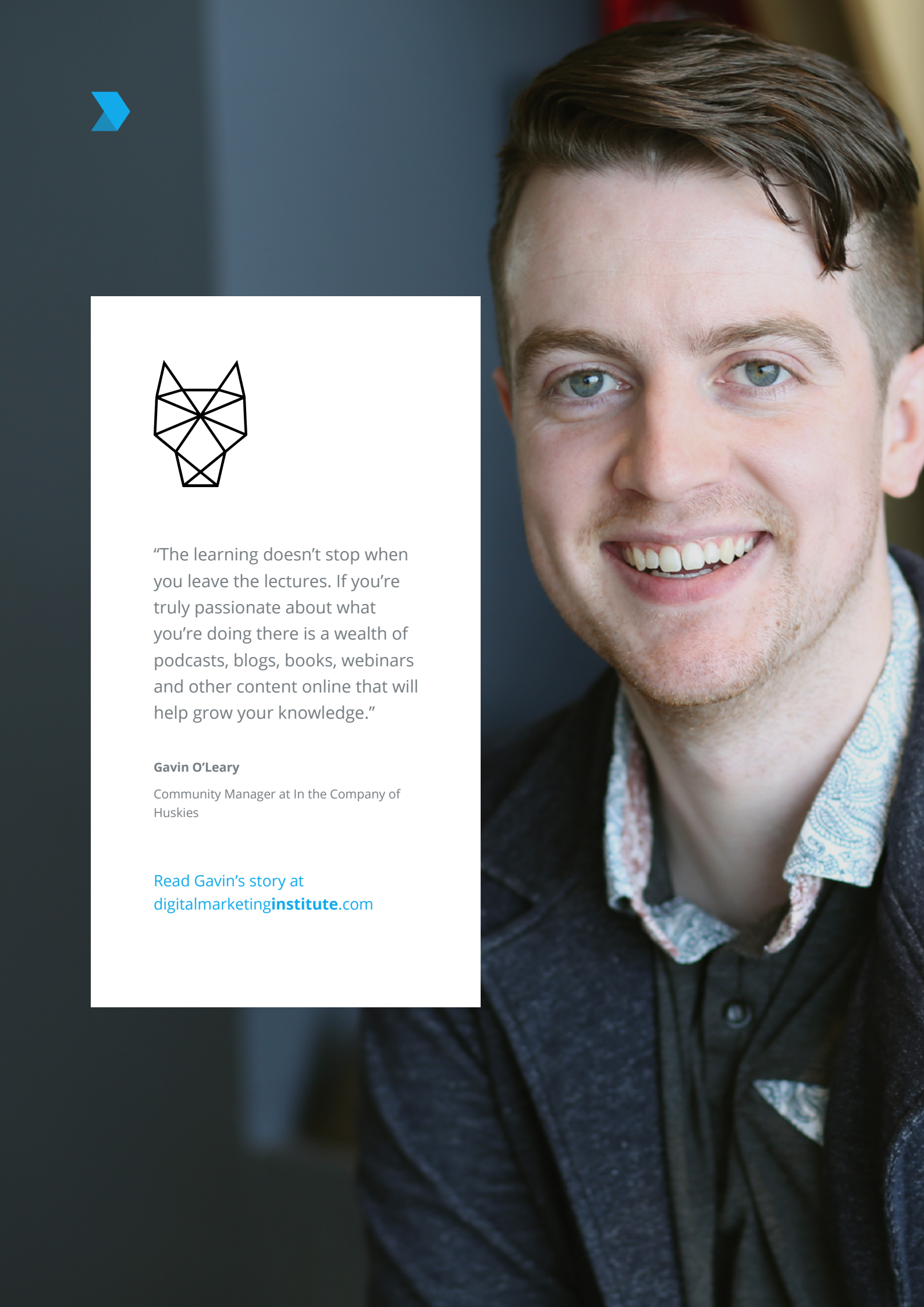
Gaining a certification from the Digital Marketing Institute will ensure you have the essential skills and knowledge needed to excel as a digital professional. Through a series of comprehensive, structured modules you will know how to integrate key digital tactics and practices into your marketing techniques and measure and iterate the success of your digital marketing strategy.

Our Institute-based certification programs are credit rated by SQA at Level 8 on the Scottish Credit and Qualifications Framework (SCQF) and corresponds to Level 5 on the European Qualifications Framework (EQF). Validation of our programs with the SQA provides a secondary level of quality assurance. Students are not registered nor certified by the SQA as part of their program. SQA validation and certification does not transfer to partner programs.

# Our **Certified** Professionals are Thriving

Digital Marketing Institute certified professionals now work with some of the world's leading brands.





"The learning doesn't stop when you leave the lectures. If you're truly passionate about what you're doing there is a wealth of podcasts, blogs, books, webinars and other content online that will help grow your knowledge."

**Gavin O'Leary**

Community Manager at In the Company of Huskies

Read Gavin's story at digitalmarketing**institute**.com

# Program Overview

## Who is this program for?

A specialist certification, it is ideal for professionals 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.

## 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. On graduation, you will be a Certified Digital Marketing Specialist in Search with the expertise to create, manage and implement advanced search marketing strategies using AdWords, PPC, display and remarketing techniques.

## 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.

# Program Content

Becoming a Certified Digital Marketing Specialist in Search will enable you to focus on the planning, implementation and measurement of your search marketing strategy.

**There are ten modules in the program**:

1. Introduction to Search Marketing
2. SEO Setup
3. SEO Content
4. SEO Workshop
5. Paid Search
6. Display Advertising
7. Video Advertising
8. Analytics Setup
9. Applied Analytics
10. Strategy & Planning

**MODULE 1**

# 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.

**What you'll learn**

- Build your own website for the practical application of key learnings
- Understand how each discipline within search marketing interacts with and affects others
- Understand how search marketing sits within the wider digital marketing practice

**MODULE 2**

# 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 understand 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.

**What you'll learn**

- Effectively implement on-page optimization of websites
- Understand and implement off-page optimization techniques to improve search ranking
- Optimize your website for both mobile and desktop
- Understand the key metrics for reporting on your SEO performance

**MODULE 3**

# 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.

**What you'll learn**

- Set goals, research and develop audience personas to accurately refine your campaigns
- Conduct informed keyword research to identify topics and priorities
- Produce multimedia content that increases visibility, engagement and interest
- Create strategic content campaigns that convert
- Confidently analyze and optimize campaigns that exceed targets

**MODULE 4**

# 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.

**What you'll learn**

- Conduct a comprehensive SEO audit
- Analyze what SEO tactics are working and where your strategy needs to be optimized
- Use these insights to tweak your SEO strategy from both a technical and content perspective to improve your overall search ranking

**MODULE 5**

# Paid Search

The Paid Search module introduces you to the fundamental concepts of PPC advertising. You'll learn how to set up an account, interact with the interface and understand the AdWords hierarchy.

**What you'll learn**

- Implement Google AdWords Campaigns that generate traffic and conversions
- Become adept at effective keyword research using the AdWords Keyword Planner, and recognize how strategic keyword selection forms the basis for successful search engine marketing
- Manage the commercial viability of your campaign, be able to bid effectively and understand the rationale behind your bid choices to create strategic campaigns that convert using multiple ad formats and devices
- Optimize ads by considering different bid types and remarketing lists
- Determine success by measuring engagement and transaction data within Google Analytics against AdWords campaign performance metrics

**MODULE 6**

# Display Advertising

The Display Advertising module introduces you to the key performance indicators in display campaigns, including Click-Through-Rate (CTR), Conversion Rate, Average Cost-Per-Click (CPC) and the concept of the Quality Score.

**What you'll learn**

- Develop a strong creative strategy to effectively target a variety of buyer personas
- Understand how to effectively advertise on Facebook, Twitter and LinkedIn
- Successfully develop and remarket across the Google Display Network (GDN)
- Create Gmail and engagement ads for maximum reach across your chosen audiences

**MODULE 7**

# 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.

**What you'll learn**

- Create a YouTube channel that promotes your brand's identity
- Connect YouTube & Google AdWords to report on how your video content performs in your PPC campaigns
- Refine and optimize your video campaigns to increase search traffic
- Effectively measure campaigns to make informed decisions that increase conversions and ROI

**MODULE 8**

# Analytics Setup

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

**What you'll learn**

- Implement Google Analytics code to track visitors to your website and inform buyer research
- Create accounts and measurable goals for your campaigns
- Utilize Event Tracking code to track additional user interactions
- Plan Event Tracking reports to effectively measure your search marketing efforts and inform strategic decisions

**MODULE 9**

# Applied Analytics

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

**What you'll learn**

- Analyze how different AdWords campaigns are working
- Understand conversion analysis and apply campaign attribution and tagging
- Understand different goal types
- Output detailed conversion reports with regard to goals, funnel pathways, conversions and ecommerce

**MODULE 10**

# 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.

**Part 1** Develop a technical and content driven SEO audit of your website, along with a review of Pay-Per-Click campaigns and analytics reporting.

**Part 2** Create a set of clear and meaningful objectives for your search marketing plan. An action plan is then developed to provide a coherent project structure, including milestones, deliverables and resources.

**Part 3** of the Digital Marketing Institute methodology emphasizes the importance of an iterative process of monitoring, analysis and enhancement based on the performance of the website itself, content marketing initiatives, AdWords campaigns and the effectiveness of Google Analytics reports that are used.

**What you'll learn**

- Conduct a situation analysis, including an assessment of your competitors, the size of the market and your current performance
- Develop a high level, simple clear strategy for all search marketing channels
- Maintain a successful strategy by continually incorporating new information and adapting to a changing landscape

# Program Delivery

# How do you earn your certification?

Our global network of approved partners offer our professional certification in digital marketing in a variety of ways:

**Instructor led**
This ensures you can learn in a classroom-based setting through group workshops or lectures from experts with both theoretical and real life experience of digital marketing.

**Online**
You can take advantage of 24/7 access to video lectures, slide presentations, practical exercises and interactive quizzes at your own pace. A supportive student network is also available to tap into as and when required.

**Blended**
A mixture of instructor-led and online, this enables you to combine the way you learn through web-based learning with traditional classroom methods.

Whatever way you decide to learn, our network of partners will help you become skilled and certified in the realm of digital marketing.

# Program Assessment

The assessment is based on a formal computer based examination that will measure individuals' knowledge and digital marketing proficiency following completion of the program.

**The duration of the exam is 180 minutes.**

A range of different question formats are used including Text based Multiple Choice, Image based Multiple Choice, Matching and Hot Spot questions.

Our computer-based examinations are delivered through Pearson VUE test centre network which consists of over 5,200 centres in 180 countries.

The use of Pearson VUE to deliver our exams increases the value of international certification offered by the Digital Marketing Institute and provides students with a quality examination experience.

# Certification Roadmap

As the leading global certification body in digital marketing, the Digital Marketing Institute provides professionals with a roadmap that can transform and drive their careers. The aim of our suite of certifications is to enable professionals - at all stages of their career - to learn relevant and industry aligned skills that can be applied to any role to drive career success.

From understanding the essential fundamentals of digital marketing, professionals can progress to learning more specialist skills in areas such as search and social media. For professionals looking to move onto a leadership role or become an expert in digital marketing, our Leader and Master are the ideal certifications to excel in the industry.

* There are 3 specialist certifications which include: Search Marketing, Social Media Marketing, Digital Strategy & Planning

88% of our certified professionals work in senior roles or at management level

Alumni Survey 2016

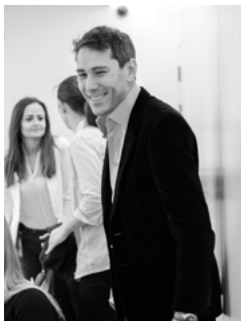
# Subject Matter Experts

Delivered by industry leading experts, this certification program will introduce you to the most relevant and transformative aspects of digital marketing.

Our specialist product team work closely with leading industry experts to create, review and update the certification learning outcomes on a regular basis. This ensures that what you learn is instantly applicable to any role and aligned to the needs of industry.

Subject Matter Experts collaborate with the Digital Marketing Institute on the design and development of program materials, so your learning is shaped by their practical experience, expert insight and case studies.

# Industry Advisory Council (IAC)



## The Industry Advisory Council, representing the world's largest and most influential digital brands, validates all Digital Marketing Institute program content.

By providing expert review and recommendations on a regular basis, the Council ensures that graduates of the Digital Marketing Institute have the most up-to-date digital skills, core competencies and knowledge needed to thrive in their digital careers.

The Industry Advisory Council works with the Digital Marketing Institute to define the skills agenda and address the global digital skills shortage. The Council ensures that our programs are developed in alignment with the digital economy's most in-demand digital needs and skillsets.

Validated by the Industry Advisory Council. Including members from:

Google facebook IBM Microsoft LinkedIn

# Global Partners

## Digital Marketing Institute **certifications** are available through our global network of partners.

Approved and trained by us, our partners are licensed to deliver our certification programs across the U.S., Europe, Asia, Africa, Middle East and Latin America. With subject matter experts trained by the Digital Marketing Institute, our global network of partners bring local knowledge to local markets to make earning your certification as rewarding as possible.

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