

# SEO & SEM STRATEGY

## GOOGLE MARKETING

### 1 Website Optimization

- Web Design and Website Optimization
- Design Principles and Website Copy
- Publishing a Basic Website
- User-Centered Design and Website Optimization
- Website Metrics and Developing Insight



### 2 Search Engine Optimization (SEO)

- SEO Fundamentals
- Keywords and SEO Content Plan
- Aligning SEO and Business Objectives
- Optimize Organic Search Ranking
- Measuring SEO Performance



### 3 Google Ads - Paid Search

- Fundamentals of Paid Search
- Search Campaign Targeting & Management
- Paid Search Campaigns Creation with Google Ads
- Campaign Measurement and Optimization



### 4 Google Ads - Display Video Advertising

- Google Display Network and Video Ad Formats
- Display and Video Campaigns Creation with Google Ads
- Campaign Measurement and Optimization

