



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



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Alla Avinash

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.

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.

Rebekah May, SEO
Manager & Lead SEO
Instructor
Dave Lloyd, Senior
Manager, Global Search
Marketing
Eric Enge, CEO, Stone
Temple Consulting

Verify this certificate at:

<https://coursera.org/verify/specialization/AHL25SNULX6K>