



Item Navigation

Get started on Course 3

Congratulations on completing the second course in the Google Digital Marketing and eCommerce certificate! In this course, you practiced using search engine optimization (SEO), search engine marketing (SEM), and display advertising to attract and engage customers online. You explored the stages of the marketing funnel and learned how to use digital marketing tactics to move customers through the stages. You also learned how to increase the quality and quantity of website traffic by understanding SEO fundamentals like keyword research, search engine algorithms, and link building. And you also learned about paid search and advertising, and explored tactics to gain visibility and reach potential customers on search engine results pages, or SERPs.

The entire program has seven courses:

- 1. **Foundations of Digital Marketing and E-commerce** – Explore entry-level jobs in digital marketing and e-commerce and identify the roles and functions that those jobs play within an organization. Be introduced to the marketing funnel and how it shapes the customer journey.
- 2. **Attract and Engage Customers with Digital Marketing** – Learn how to use search engine optimization (SEO), search engine marketing (SEM), and display advertising to attract and engage customers. **(This is the course you just completed. Well done!)**
- 3. **From Likes to Leads: Interact with Customers Online** – Explore social media platforms and identify which platform is the most appropriate for specific business needs. Learn how to create content for social media using graphic design principles for marketers and how to manage a social media presence.
- 4. **Think Outside the Inbox: Email Marketing** – Learn email marketing and cover topics such as creating an email marketing strategy, executing email campaigns, and measuring the results of those campaigns. Also learn how to use mailing lists and utilize automation and workflows.
- 5. **Assess for Success: Marketing Analytics and Measurement** – Explore marketing analytics practices such as A/B testing and return on ad spend (ROAS). Learn tools such as Google Analytics, Google Ads, and spreadsheet features.
- 6. **Make the Sale: Build, Launch, and Manage E-commerce Stores** – Learn how businesses and individuals sell products online, including using popular platforms such as Shopify.
- 7. **Satisfaction Guaranteed: Develop Customer Loyalty Online** – Explore strategies for building customer loyalty in e-commerce using tools to develop and maintain relationships.

Now that you have completed this course, you are ready to move on to the next course:

[From Likes to Leads: Interact with Customers Online](#)

Keep up the great work!

Mark as completed

