



Certificate of Achievement

Jon Bain

has completed the following course:

SEARCH MARKETING: MAPPING THE USER JOURNEY THE OPEN UNIVERSITY AND TARGET INTERNET

This online course explored how to use organic and paid search effectively to drive objectives throughout the user journey. Learners discovered how to build a customer-centric search marketing plan that brings their audience objectives and business goals together.

2 weeks, 4 hours per week



Dave Hall
University Secretary
The Open University



The person named on this certificate has completed the activities in the attached transcript. For more information about Certificates of Achievement and the effort required to become eligible, visit futurelearn.com/proof-of-learning/certificate-of-achievement.


This certificate represents proof of learning. It is not a formal qualification, degree, or part of a degree.



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76%
OVERALL
SCORE

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STUDY REQUIREMENT

2 weeks, 4 hours per week

LEARNING OUTCOMES

- Reflect on how search marketing should be used differently at each stage of the user journey
- Explore the role of SEO and PPC in achieving your digital objectives
- Demonstrate understanding of how to take a user-centric approach to search marketing that will align your audience and organisational objectives
- Explore what should be avoided when planning search activity
- Explain how to keep improving SEO and PPC to drive ROI

SYLLABUS

- The role of search throughout the user journey
- ROI in search marketing
- Short term and long-term objectives and tactics
- Key opportunities and challenges of organic search
- Key opportunities and challenges of paid search
- Organic and paid search working together