



## Certificate of Achievement

# Jon Bain

has completed the following course:

### SEARCH MARKETING: MEASURING SEARCH MARKETING THE OPEN UNIVERSITY AND TARGET INTERNET

This online course explored how to use analytics to improve the ROI of Search Engine Optimisation and Pay Per Click campaigns. Learners discovered how to measure the different elements of search activity and campaigns to continually improve them and maximise their performance.

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](https://futurelearn.com/proof-of-learning/certificate-of-achievement).


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**83%**  
OVERALL  
SCORE

This online course explored how to use analytics to improve the ROI of Search Engine Optimisation and Pay Per Click campaigns. Learners discovered how to measure the different elements of search activity and campaigns to continually improve them and maximise their performance.

#### STUDY REQUIREMENT

2 weeks, 4 hours per week

#### LEARNING OUTCOMES

- Discuss how to take an iterative approach to search marketing that leads to on-going campaign improvement
- Describe the differences in measuring ROI for organic and paid search activity
- Engage with tools like Google Analytics and Search Console to measure and improve search marketing
- Explore how attribution modelling can be used to see how SEO and PPC work together

#### SYLLABUS

- Taking an iterative approach to search marketing
- Calculating ROI for search engine optimisation
- Calculating ROI for pay per click
- Using web analytics (Google Analytics) for measuring and improving search marketing
- Using Search Console for measuring and improving SEO
- Attribution modelling for gaining a more in-depth understanding of the impact of search marketing