



Certificate of Achievement

Jon Bain

has completed the following course:

SEARCH MARKETING: SEARCH ENGINE OPTIMISATION (SEO) THE OPEN UNIVERSITY AND TARGET INTERNET

This online course explored Search Engine Optimisation and how learners can improve organic search rankings, increase website traffic, and drive business objectives through SEO. Learners discovered tips and techniques to optimise web pages to achieve quality search results.

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.



Jon Bain

has completed the following course:

SEARCH MARKETING: SEARCH ENGINE OPTIMISATION (SEO) THE OPEN UNIVERSITY AND TARGET INTERNET

93%
OVERALL
SCORE

This online course explored Search Engine Optimisation and how learners can improve organic search rankings, increase website traffic, and drive business objectives through SEO. Learners discovered tips and techniques to optimise web pages to achieve quality search results.

STUDY REQUIREMENT

2 weeks, 4 hours per week

LEARNING OUTCOMES

- Explain how organic search works and the role of search engine spiders and algorithms
- Explore keyword research tools and how they can be used to plan SEO activity
- Apply learning to carry out an SEO audit
- Identify the key stages of search engine optimisation

SYLLABUS

- Search engine algorithms and ranking factors
- Keyword research and user intent
- SEO planning and tools
- On-page optimisation
- User behaviour
- Social signals
- Technical SEO factors