



5 Courses

Introduction to Search  
Engine Optimization

Search Engine Optimization  
Fundamentals

Optimizing a Website for  
Search

Advanced Content and  
Social Tactics to Optimize  
SEO

Website Optimization Client  
Report Project



Sep 15, 2020

**SIDDHAPURA JAYDIP JITENDRABHAI**

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

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