

eLearning - Certified Search Marketing Specialist



In a nutshell

DMI is the proven global standard for digital marketing certification with 100,000+ members and over 20,000+ certified professionals.

This dynamic specialised online search marketing course covers SEO, paid search (PPC), Google Adwords, Microsoft Ads (Bing Ads), and digital display advertising, giving you the skills, know-how, strategy and techniques to be that change and become a certified digital marketing professional with DMI.

This course is available as part of a Personal Learning Account (PLA). PLA is an initiative from the Welsh Government which offers people the chance to access free, part-time courses with flexible and convenient learning that fits around their existing lifestyle (subject to eligibility).

This course is for...

...anyone over 19, living in Wales, in employment and earning less than £29,534 a year.

...anyone looking to start a career in digital marketing.

Apply online at www.colegwent.ac.uk

studentrecruitment@colegwent.ac.uk | 01495 333777 (Croesawn alwadau yn Gymraeg)





COURSE INFORMATION LEAFLET

...inspired career changers

...entrepreneurs and small businesses owners.

...those in traditional marketing careers who are looking to update their skillset.

...anyone hoping to implement an up-to-date digital strategy for their company.

Course content

During this course, you'll explore:

- Introduction to Search Marketing
- SEO Content
- Paid Search
- Analytics with Google Analytics
- SEO Set up
- SEO Workshop
- Display Advertising
- Strategy & Planning

Upon completion of the course, you'll become a certified digital marketing professional with DMI.

Entry Requirements

There are no formal requirements, but you'll need a keen interest in the subject.

Additional information

This course is delivered by eLearning. This means that you should be motivated to study in a self-paced, self-organised manner using an internet enabled device.

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