



# Certified Digital Marketing Specialist in Search

Align your skills with the needs of industry



[www.digitallandsocialmediaacademy.com](http://www.digitallandsocialmediaacademy.com)



[digitalmarketinginstitute.com](http://digitalmarketinginstitute.com)

Validated by the Industry Advisory Council comprised of members from:



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# Welcome



Digital technologies have changed the way we work, live and communicate.

We know this huge shift can pose challenges for your current role. We know that advancing and progressing your future career is important to you.

Search marketing remains one of the most influential digital disciplines with over 90% of web users relying on search engines to find what they are looking for. Knowing how to increase visibility of a brand and convert traffic from within search engines is crucial to nearly every business operating today.

That's why we have designed a specialist certification that can make a difference in your life. Industry aligned, it can help you stand out from the crowd and highlight your capabilities. It can boost your credibility. It can transform you into a search specialist.

With 18,000 certified professionals across 100 countries, the Digital Marketing Institute sets the global standard in digital marketing and selling. We provide a certification program that is designed by experts, to create experts.

Become a leader in your industry by becoming a certified search professional.

**Your digital future awaits.**


The Digital Marketing Institute sets the global standard in digital marketing and selling certification. We have certified more professionals to a single digital education standard than any other certification body.



We work with digital industry experts to design and develop standards to certification that define the digital skills and capabilities required of today's professionals. Our certifications deliver best current practice, theory and applied skills in digital, and are recognized and respected across all industry sectors.

Gaining a certification from the Digital Marketing Institute will ensure you have the essential skills and knowledge needed to excel as a digital professional. Through a series of comprehensive, structured modules you will know how to integrate key digital tactics and practices into your marketing techniques and measure and iterate the success of your digital marketing strategy.

Our Institute-based certification programs are credit rated by SQA at Level 8 on the Scottish Credit and Qualifications Framework (SCQF) and corresponds to Level 5 on the European Qualifications Framework (EQF). Validation of our programs with the SQA provides a secondary level of quality assurance. Students are not registered nor certified by the SQA as part of their program. SQA validation and certification does not transfer to partner programs.

A photograph of two men in business attire shaking hands in an office setting. The man on the left is wearing a brown blazer and glasses, while the man on the right is wearing a dark suit and glasses. They are standing in front of a white brick wall with a whiteboard and a desk with a laptop and water glass in the foreground. The lighting is bright and modern, with a large white pendant light hanging from the ceiling.

**DID YOU KNOW?**

Only 22% of businesses are satisfied with their conversion rates, while for every \$92 spent on acquiring customers, only \$1 is spent converting them

- Econsultancy

# Our **Certified** Professionals are Thriving

Digital Marketing Institute certified professionals now work with some of the world's leading brands.

Microsoft

facebook

ebay

Google



LinkedIn



unicef 

 Symantec.



HubSpot



BRITISH  
AIRWAYS 

NOKIA



accenture

citibank



“The learning doesn’t stop when you leave the lectures. If you’re truly passionate about what you’re doing there is a wealth of podcasts, blogs, books, webinars and other content online that will help grow your knowledge.”

Gavin O’Leary  
**Community Manager at In the Company of Huskies**

Read Gavin’s story at [digitalmarketinginstitute.com](https://digitalmarketinginstitute.com)

# Program Overview

## **Who is this program for?**

A specialist certification, it is ideal for professionals who are responsible for the planning, execution or measurement of search marketing campaigns – search marketing specialists, search advertising and optimisation professionals, or anyone who would like to pursue a career or enhance their marketing knowledge in this area. The program is suitable for participants with any level of skill or experience and will prepare them to engage specifically with search marketing within the overall digital marketing domain.

## **What can you expect?**

Through dynamic lectures, case studies and practical exercises, participants will learn the latest methods, techniques and tools for improving their organization's search marketing and brand building efforts.

Successful completion of the certification program will reward you with a qualification recognized by the international digital marketing industry.

## **What will you learn?**

The Digital Marketing Institute's panel of industry experts has specifically structured the learning content to focus on current trends and best practices in search marketing. As well as producing innovative and creative search strategies, participants will also learn how to leverage these strategies to gain competitive advantage for both their business and career.



# Program Content

Becoming a Certified Digital Marketing Specialist in Search will enable you to focus on the planning, implementation and measurement of your search marketing strategy.

**There are ten modules in the program:**

1. Introduction to Search Marketing
2. SEO - Setup
3. SEO - Content
4. SEO - Workshop
5. PPC Advertising - Search
6. PPC Advertising - Display Networks
7. PPC Advertising - Video
8. Analytics - Setup
9. Analytics - Applied
10. Strategy & Planning

## MODULE 1

# Introduction To Search Marketing

The Introduction to Search Marketing Module introduces participants to the key technical concepts of search marketing. Students will learn how the core search elements, including search engine optimisation, pay per click advertising, and analytics, work together to drive targeted, high converting traffic.

Participants will be given a strong understanding of the modules that lay ahead and how each discipline within search marketing interacts with and affects the others. In addition, this module outlines how search marketing sits within the wider digital marketing practice.

## MODULE 2

# SEO – Setup

The SEO Setup Module enables participants to develop the knowledge and skills to implement Search Engine Optimisation in a technically effective way, and to identify common issues.

The module covers the key concepts and terminology used in SEO and equips participants knowledge of a range of factors including source code, information architecture, tags, keywords, code, bots, sitemaps and links, which can lead to common errors.

Participants will understand to recognize the benefits of a clearly defined SEO strategy from a business perspective in terms of visibility, reputation enhancement, credibility, and the opportunity to convert customers on a 24/7 basis.

The module looks at a broad range of SEO planning, benchmarking and measuring tools; giving an understanding of the value of link data and associated metrics. Participants will also develop a good understanding of all the practical and technical resources associated with SEO as a discipline.

### MODULE 3

## SEO Content

The SEO Content module enables participants to develop their understanding of content relevance and the technical aspects of on-page optimisation.

The module investigates the role content has to play in organic search engine rankings and how fresh and relevant content typically attracts greater attention. From a technical stand point participants will learn about tags, filename and URL choices, alt-tags, meta-tags, CTR influencing factors, hyperlinks, site speed, off-page optimisation and best practice link building techniques.

Participants will be taught to use rank checking tools and link popularity tools. The module will also discuss relevant laws and guidelines, including privacy and data protection that pertain to the different aspects of SEO.

### MODULE 4

## SEO – Workshop

This module is a workshop format with a range of practical activities facilitated within the training session. Participants are asked to implement their considered SEO strategy using a range of resources and tools, having carried out a detailed site audit in order to appreciate exactly what is working and what is ineffective in terms of their on-site and off-site optimisation strategy.

Participants will develop their own on-site and off-site SEO strategy and demonstrate their skills in using keyword research and keyword suggestion tools, as well as predictive text tools.

## MODULE 5

# PPC Advertising – Search

The Pay-Per-Click (PPC) Search Advertising module introduces the fundamental concepts of PPC advertising. Participants learn how to set up an AdWords account, interact with the AdWords interface and understand the AdWords hierarchy.

Participants will be taught to research keywords using the AdWords Keyword Planner, and recognize how effective keyword selection forms the basis for successful search engine marketing.

In the module, participants will understand the various ad format options available, across desktop and mobile; as well as gaining an understanding of how to perform language and location based targeting for their ads in order to run local advertising campaigns.

By the end of the module, participants will be competent in managing the commercial viability of their campaign, be able to bid effectively, and understand the rationale behind their bid choices.

## MODULE 6

# PPC Advertising – Display Networks

The Pay-Per-Click Display Networks module introduces firm performance indicators for display campaigns, including Click-Through-Rate (CTR), Conversion Rate, and Average Cost-Per-Click (CPC), as well as introducing the concept of the Quality Score.

Participants will learn about the Display Network and how it can be used to target different kinds of customers in order to develop brand awareness and conversions. Participants are taught to understand how ad format selection, as well as appropriate extension usage, will greatly enhance the reach and potential of their display advertising campaign, including different ad extensions and the creation of enhanced ads.

The module investigates automating PPC management using APIs and recognizes different API tools, as well as the resources required in order to more efficiently manage large or complex AdWords accounts and campaigns.

At the end of the module participants will be able to measure and analyze the effectiveness of campaigns by creating detailed campaign management reports; be competent in using a range of display advertising tools and features, recognize the features of a strong landing page, and develop the skills necessary to attain the ultimate goal of conversion.

## MODULE 7

# PPC Advertising - Video

The Pay-Per-Click Video Advertising module investigates the opportunities for advertising provided through display advertising networks, video hosting, and mobile platforms.

The module evaluates the video advertising lifecycle from planning, to implementation and measurement, teaching participants to refine and optimise campaigns in the process.

Participants will know how to plan and implement a video advertising campaign and be able to use various AdWords tools to create ads for YouTube, including Display Ad Builder and AdWords Editor. Participants will also learn about running display and video ads for mobile. They will be able to place and operate ad campaigns across a range of different mobile devices.

By the end of the module, participants will develop and apply appropriate bidding strategies based on Cost-Per-Impression (CPM), Cost-Per-Click (CPC) or Cost-Per-Video (CPV) purchase models; distinguish between Auction-Based or Reservation-Based campaigns, and be able to apply location and language targeting.

## MODULE 8

# Analytics - Setup

The Analytics Setup module enables program participants to understand how to measure, monitor and optimise their digital marketing campaigns.

The module teaches participants to set up accounts and goals, understand tracking codes and reporting metrics. Participants will learn how content measurement reports are organised and arranged within Analytics and be able to measure website performance.

By the end of the module, participants will recognize how web analytics is the discipline that underpins measurement for digital marketing, and appreciate the full range of features and capabilities associated with analytics.

## MODULE 9

# Analytics - Applied

In the Analytics Applied module, participants will develop their understanding of the more technical aspects of analytics.

The module introduces the concept of filters in order to generate suitable reports, teaches how the analytics account can be organised to provide reporting across multiple domains and sub-domains and introduces segmentation techniques.

Participants will understand how to analyze how different AdWords campaigns are working, understand conversion analysis and apply campaign attribution and tagging; as well as develop skills in advertising and engagement reporting.

By module completion, participants will be able to set up a range of different goal types, analyze goal reports understand how to produce custom reports using an API and intelligence reporting features; participants will also be able to output detailed conversion reports in particular with regard to goals, funnel pathways, conversions and e-commerce.



## MODULE 10

# Strategy and Planning

The Strategy and Planning module brings together all the strands of this certification in Search Marketing, to create a coherent search marketing plan.

The Module is based on the Digital Marketing Institute methodology, which comprises a formal process with three distinct parts.

Initiate includes a technical and content driven SEO audit of the website, along with a review of Pay-Per-Click campaigns and analytics reporting.

Iterate develops a set of clear and meaningful objectives for the search marketing plan. An action plan is then developed to provide a coherent project structure, including milestones, deliverables and resources.

Integrate of the Digital Marketing Institute methodology emphasises the importance of an iterative process of monitoring, analysis and enhancement based on the performance of the website itself, content marketing initiatives, AdWords campaigns and the effectiveness of Google Analytics reports that are used.

The Strategy and Planning module provides participants with the skills to create a formal search marketing plan for their organization that will allow participants to implement a successful and effective search marketing strategy.

Program  
Delivery



## How do you earn your certification?

Our global network of approved partners offer our professional certification in digital marketing in a variety of ways:



### **Instructor led**

This ensures you can learn in a classroom-based setting through group workshops or lectures from experts with both theoretical and real life experience of digital marketing.



### **Online**

You can take advantage of 24/7 access to video lectures, slide presentations, practical exercises and interactive quizzes at your own pace. A supportive student network is also available to tap into as and when required.



### **Blended**

A mixture of instructor-led and online, this enables you to combine the way you learn through web-based learning with traditional classroom methods.

Whatever way you decide to learn, our network of partners will help you become skilled and certified in the realm of digital marketing.



**pwc**

Having seen a huge opportunity in digital marketing with a number of companies that I worked with, I decided that I would like to move my career towards a more focused marketing direction, specifically in digital... This allowed me to improve my prospects and step into a role that allowed me to really progress within the field.

**Roisin Milmo**

Digital Content Manager at PWC

[Read Roisin's story at  
digitalmarketinginstitute.com](https://digitalmarketinginstitute.com)



## Certification Assessment

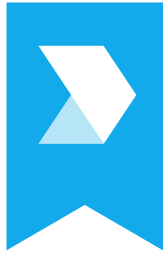
The assessment is based on a formal computer-based examination that will measure an individual's knowledge and digital marketing proficiency following completion of the program.

**The duration of the exam is 180 minutes.**

A range of different question formats are used including Text based Multiple Choice; Image-based Multiple Choice, Matching and Hot Spot questions.

Our computer-based examinations are delivered through the Pearson VUE test center network which comprises over 5,200 centers in 180 countries.

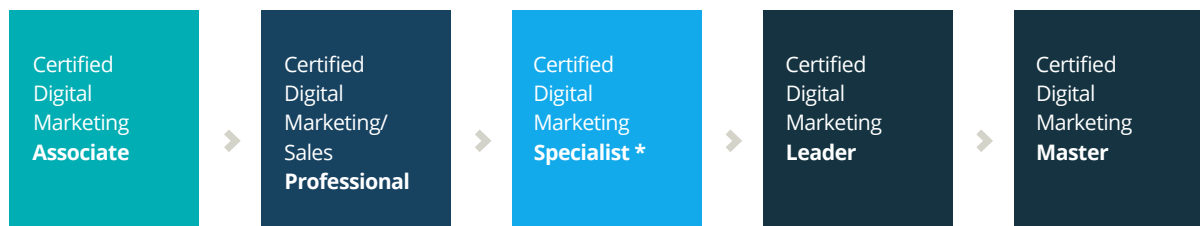
We choose to deliver our exams through Pearson VUE as it provides students with a quality, consistent examination, no matter where they are in the world.



# Certification Roadmap

As the leading global certification body in digital marketing, the Digital Marketing Institute provides professionals with a roadmap that can transform and drive their careers. The aim of our suite of certifications is to enable professionals - at all stages of their career - to learn relevant and industry aligned skills that can be applied to any role to drive career success.

From understanding the essential fundamentals of digital marketing, professionals can progress to learning more specialist skills in areas such as search and social media. For professionals looking to move onto a leadership role or become an expert in digital marketing, our Leader and Master are the ideal certifications to excel in the industry.



\* There are 3 specialist certifications which include: Search Marketing, Social Media Marketing, Digital Strategy & Planning

# Subject Matter Experts

Delivered by industry leading experts, this certification program will introduce you to the most relevant and transformative aspects of digital marketing.

Our specialist product team work closely with subject matter experts to create, review and update the certification learning outcomes on a regular basis. This ensures that what you learn is instantly applicable to any role and aligned to the needs of industry.

They collaborate with the Digital Marketing Institute on the design and development of program materials, so your learning is shaped by their practical experience, expert insight and case studies.



88% of our certified professionals work in senior roles or at management level

Alumni Survey 2016

66% of marketers say improving  
SEO and growing their organic  
presence is their top inbound  
marketing priority

- HubSpot





# Industry Advisory Council

The Industry Advisory Council, representing the world's largest and most influential digital brands, validates all Digital Marketing Institute program content.

By providing expert review and recommendations on a regular basis, the Council ensures that graduates of the Digital Marketing Institute have learned the most up to date digital skills, core competencies and knowledge needed to thrive in their digital careers.

The Industry Advisory Council works with the Digital Marketing Institute to define the skills agenda and address the global digital skills shortage. The Council ensures that our programs are developed in alignment with the digital economy's most in-demand digital needs and skillsets.

The Industry Advisory Council includes experts from



facebook

Google

LinkedIn

Microsoft

# Global Partners

Digital Marketing Institute certifications are available through our global network of partners.

Approved and trained by us, our partners are licensed to deliver our certification programs across the U.S., Europe, Asia, Africa, Middle East and Latin America. With subject matter experts trained by the Digital Marketing Institute, our global network of partners bring local knowledge to local markets to make earning your certification as rewarding as possible.



[digitalmarketinginstitute.com](https://digitalmarketinginstitute.com)





For more information

[digitalandsocialmediaacademy.com](http://digitalandsocialmediaacademy.com)

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