ON 14/02/2022, THE CERTIFICATE OF SUCCESSFUL COMPLETION OF THE COURSE

DIGITAL MARKETING

HAS BEEN AWARDED, WITH THE FINAL VOTE 80/100 TO

Maria Elena Benedetti

BORN IN CASTELNUOVO DI GARFAGNANA ON 22/02/1994

Topics covered in the 110-hour course:

"Defining business objectives, Google Trends, Defining the audience, Introduction to Market analysis, Use of TypeForm, Google Form and Similarweb; Create website in Wordpress: buy domain and web hosting, Install WordPress, How does WordPress work, Create contents, Widgets and plugin management, Woocommerce; Mailing List: Create mailing list in MailChimp, Lists management, Create campaigns,Creating a registration form for the mailing list in WordPress, Newsletter settings and sending, Audience segmentation; SEO: Introduction to SEO and keywords, On Page Optimization, Improve performance, Indexing, Off page SEO, Practices to avoid; Facebook Marketing: Create a Page, Advertising account and campaign creation, Types of campaigns, Retargeting and types of audience, Business Manager, Messenger Marketing, Lookalike campaign, Facebook Canvas and A/B test; Google Ads: Overview, Bidding strategies, Search and display campaigns, Extensions, Ads and ad groups, Other features; Google Analytics: How does Google Analytics work, Know your audience, Reports analysis, Create alerts, annotations and custom reports, Audience segmentation, Product performance analysis."

ACCADEMIA DOMANI

This Certificate is verified by VeriForm:

DOTT. FABIO REBECCHI
Legale Rappresentante

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