5 cursos

- Introduction to Google SEO
- Google SEO Fundamentals
- Optimizing a Website for Google Search
- Advanced Content and Social Tactics to Optimize SEO
- Google SEO Capstone Project

Aug 23, 2025

Luis Fernando Deluque Moreno

completó con éxito el programa especializado en línea sin créditos

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.

Rebekah May, SEO Manager & Lead SEO Instructor
Dave Lloyd, Senior Manager, Global Search Marketing
Eric Enge, CEO, Stone Temple Consulting

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