What You Will Gain From This Class

**BY THE END OF THIS** curriculum, you will have an understanding of some of the following (time permitting):

- What Is Search Engine Optimization?
- Search Engine Optimization Benefits
- The Importance of Search Positioning
- Keywords & Content
- The Importance of Keyword Research
- What Is On-Page Optimization?
- Other Factors Contributing to your SEO
Related Classes & Certification Programs

SOCIAL MEDIA FOR BUSINESS
This class is an A-Z explanation of how to integrate social media into your digital marketing strategy to increase awareness, create social media campaigns, build your brand, connect with your customers, grow customer loyalty, and more.

SEO FOR BUSINESS
All businesses today need to factor an SEO plan into their greater marketing plan in order to maximize how people may find you on search engines. In this class, you will learn the basics of SEO and how to optimize your website to increase web traffic.

EMAIL MARKETING WITH MAILCHIMP
Email marketing is an affordable, simple and measurable form of commercial marketing to a group of people. In today’s digital society, email has become the best way to connect with a direct audience. MailChimp is one of the leaders of email marketing. Their browser-based software is simple, user-friendly, and effective. This class is designed for people who are interested in understanding how to use MailChimp and email marketing for their business.

FUNDAMENTAL DIGITAL MARKETING CERTIFICATION
The Fundamental Digital Marketing Certification combines the latest disciplines in digital marketing: search engine optimization, social media, email marketing, and analytics for reporting. Start when you want! Program classes are offered approximately every 8 weeks.

REGISTER for classes at www.DigitalWorkshopCenter.com or (970)980-8091