

# Become a Digital Marketing Expert Today!

Study the **Digital Marketing Bootcamp** with  
The Online Business Academy



**Meta**



- ✓ Gain in-demand, future-proof skills that employers value
- ✓ Learn from industry experts and experienced educators
- ✓ Study at your own pace, on your own schedule
- ✓ Real-world outcomes that lead to career advancement



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# Welcome To The Online Business Academy

**94%**

of our graduates reported that their education at The Online Business Academy equipped them with valuable skills that they could apply in their professional careers.

**96%**

of our graduates say that The Online Business Academy provided them with up-to-date and industry relevant skills.

At The Online Business Academy, your career advancement is at the heart of our mission. We've reshaped online learning with a personalised touch, offering exclusive 1-on-1 Zoom classes that bring the expertise of industry leaders and education specialists directly to you. Our world-class platform is meticulously crafted around your needs, ensuring that you receive undivided attention and tailored support to excel in your chosen field.

Our courses are carefully curated to ensure they are relevant, up-to-date, and practical, with a strong emphasis on real-world applications. We offer a wide range of courses across various industries, including accounting, bookkeeping, business, graphic design, video editing and digital marketing, web development, and more. All of our courses include assessments such as quizzes, assignments, and exams to measure your progress and provide you with valuable feedback.

We understand that life can be busy, which is why we offer a flexible approach to learning. Our online courses allow you to study when, where, and how you want, with no schedules, classrooms, or due dates to worry about. We also offer a range of support services, including access to a Career Centre, where you can get help with CV preparation, job search strategies, and interview skills.



Advancing Online Education

# A New Way To Learn

The Online Business Academy brings you a bespoke educational experience tailored through personalised 1-on-1 Zoom sessions. Engage in courses meticulously designed to put your individual learning needs in the spotlight, ensuring that every interaction with our expert mentors is focused solely on your educational journey and success.

Immerse yourself in a structured yet flexible curriculum, with the freedom to delve deeply into your studies and emerge with confidence. With us, you're not just learning; you're shaping your future, one personalised lesson at a time.



**#42**

We provide 42 high-quality courses curated by leading industry professionals.

## Why Choose The Online Business Academy

Choose the Online Business Academy for tailored 1-on-1 learning with industry experts, designed for focused support and a personalised path to your success.



### Industry Leading Courses

We're proud to offer industry-relevant courses designed by experienced professionals to equip graduates with the skills and knowledge needed for success.



### Superior Support

We offer superior support to students like you with 1-on-1 expert tutor guidance and a range of resources to help you succeed in your learning journey.



### Real Outcomes

We are committed to providing real outcomes by equipping students just like you with skills, knowledge and confidence to succeed in the workforce.



# Digital Marketing Bootcamp

Unlock your potential and become a digital marketing expert with this comprehensive bundle! This course is perfect for anyone looking to gain a deep understanding of digital marketing strategy, social media marketing, SEO, Google Ads, email marketing, Facebook marketing, analytics, and much more. With expert-led instruction and practical examples, you'll learn how to develop effective digital marketing campaigns that will drive results for your business or clients.



**Enrol Now**



**Learn More**

## Course Investment

# \$119

Per 1-Hour Zoom Session

## Course Duration

# 6-9 Months

## Course Outcomes

- Develop a comprehensive understanding of digital marketing channels and their role in achieving marketing goals and objectives.
- Learn how to create effective marketing campaigns using Google Ads and Facebook Ads.
- Develop a solid understanding of search engine optimization (SEO) and learn how to optimize websites to improve their search engine rankings.
- Master the art of persuasive copywriting and learn how to craft compelling marketing messages that resonate with your target audience.
- Learn how to create a cohesive and effective digital marketing strategy that aligns with your business goals and objectives.





Digital Marketing Bootcamp

# Certificate in Facebook Advertising

### Module 01 Introduction to Facebook Advertising

The Introduction to Facebook Advertising module is designed to provide students with an understanding of how to use Facebook Ads to promote and grow their businesses. The module starts with an overview of the Facebook Ads platform and its various advertising options, including targeting and budgeting. It also covers the different types of Facebook Ads, such as sponsored posts, video ads, and carousel ads. Students will also explore how to create a sales funnel on Facebook, from creating an ad to driving traffic to a landing page and ultimately converting visitors into customers. Additionally, the module provides tips on creating effective Facebook Ads campaigns, such as choosing the right audience, using compelling visuals and ad copy, and tracking and optimizing ad performance. Overall, this module is a great starting point for anyone looking to use Facebook Ads to drive business growth.



### Module 02 The Facebook Page

This module provides a comprehensive overview of the key elements needed to create a professional and effective Facebook Page for a business. The module starts with the basics of setting up a Facebook Page, including selecting the right category and cover photo. Students will also learn about the importance of SEO for Facebook Pages and how to optimize their Page to improve search rankings. The module will also teach students how to create and curate engaging content, as well as how to use Facebook's various features, such as Events, Insights, and Ads, to grow their Page and reach a wider audience.

### Module 03 Facebook Ads

This module focuses on how to create Facebook Ads that effectively reach the target audience and drive conversions. Students will be introduced to the various types of Facebook Ads and how to choose the right type of ad for their business objectives. The module also covers ad copy and creative strategies that can increase the click-through rates and engagement of the ads. Additionally, the module explores advanced targeting techniques such as custom audiences and lookalike audiences that can help to improve the relevance and effectiveness of the ads. By the end of this module, learners will have gained a solid understanding of how to create effective Facebook Ads that drive results for their business.

### Module 04 Facebook Pixel + Audiences

The Facebook Pixel is a powerful tool that allows advertisers to track user behavior on their website and measure the success of their ad campaigns. In this module, you will learn how to install and use the Facebook Pixel on your website, set up standard events to track specific actions such as purchases or sign-ups, and create custom conversions to measure specific business objectives. Additionally, you will learn how to create custom audiences based on user behavior and use them to retarget users who have shown interest in your business. The module will cover best practices for using the Facebook Pixel and audiences to optimize your ad campaigns and improve your return on investment.

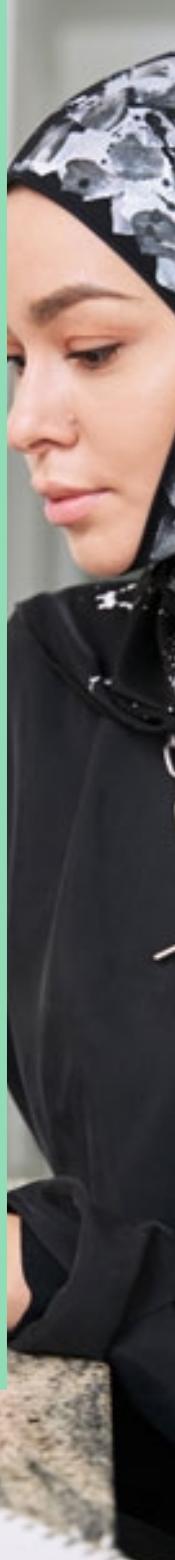
### Module 05 Types of Facebook Ads - In Depth Analysis

In this module, students will get an in-depth analysis of the different types of Facebook ads available to advertisers. The module will cover lead generation ads, local business ads, message ads, and more. Students will learn about the unique features and benefits of each ad format and their respective use cases, helping them to determine the best ad format for their business goals. By understanding the different types of Facebook ads, students will be better equipped to create effective ad campaigns that reach their target audience and drive conversions. The module will also cover best practices for creating high-performing ads that align with Facebook's ad policies and guidelines.

### Module 06 Facebook Engagement

The Facebook Engagement module aims to provide students with the necessary skills and strategies to create content that is engaging, shareable, and drives audience engagement on the platform. The module covers the importance of understanding the Facebook algorithm and how it works, as well as how to leverage it to increase the reach and engagement of your content. Students will learn about different types of content that perform well on Facebook, such as videos, images, and interactive posts. Additionally, the module covers the use of Facebook Insights to track and analyze engagement metrics, allowing learners to measure the success of their engagement strategies and adjust their approach as needed. By the end of the module, students will have a solid understanding of how to create and implement an effective Facebook engagement strategy to grow their audience and drive results on the platform.





### Module 07 Facebook Reporting, Insights & Optimisation

This module teaches students how to track and analyze the performance of their Facebook advertising campaigns. Participants will gain an understanding of the different types of Facebook reports available and how to use them to optimize their campaigns. The module covers topics such as ad relevance diagnostics, metrics tracking, and Facebook insights. Students will learn how to use Facebook Insights to gather valuable data on their audience and how to use that information to improve their campaigns. Additionally, the module covers best practices for scaling Facebook ads to maximize their reach and effectiveness.

### Module 08 Social Media Marketing

Social media marketing has emerged as a crucial aspect of any marketing strategy in today's digital age. This module aims to provide learners with an understanding of the importance of social media marketing, including the benefits and challenges of using social media to promote a brand or business. Participants will also learn about the different types of content that are effective on social media platforms and how to create and share such content. Additionally, the module will explore various social media management tools available to help businesses save time and effort while managing their social media presence. Finally, the module will provide students with an overview of Facebook's Business Suite, which allows businesses to manage their Facebook and Instagram presence in one place, including scheduling posts, responding to messages, and viewing insights.

### Module 09 Common Facebook FAQs

This module is designed to answer some of the most common questions related to Facebook advertising. The content covered in this module includes advanced topics such as retargeting ads, split testing Facebook ad sets with campaign budget optimization, using Facebook LIVE, building successful Facebook ads, advanced Instagram groups, creating Facebook ad groups, handling disabled ad accounts, installing a Facebook pixel on a WordPress website, using Facebook Experiments, Facebook Creative Hub, adding payment methods to ad accounts, tracking pixel events on button clicks, Facebook ads for affiliate links, and special ad categories for Facebook ads. By the end of this module, participants will have a deeper understanding of Facebook advertising and be equipped with the knowledge and skills needed to run successful campaigns on the platform.

### Module 10 Facebook Business Manager

The module on Facebook Business Manager is designed to teach learners how to effectively use this powerful tool for managing their Facebook Pages, ad accounts, and other assets. The module covers the basics of setting up a Business Manager account, how to add and manage assets, how to assign roles and permissions to team members and agencies, and how to use the reporting and analytics features. Students will also gain an understanding of the benefits of using Business Manager, including improved collaboration, streamlined workflows, and better performance tracking. By the end of this module, students will have the skills and knowledge needed to efficiently manage their Facebook marketing activities using Business Manager.



### Module 11 How To Start a Facebook Ad Agency

The How To Start a Facebook Ad Agency module is part of the Certificate in Facebook Advertising course, which aims to teach learners how to start and run a successful Facebook Ads agency. This module covers the key steps involved in setting up an agency, including winning clients, client onboarding, pricing structure, lead generation, and client reporting. By the end of this module, students will have the knowledge and skills needed to start their own Facebook Ads agency and be well-equipped to provide value to clients through effective Facebook Ads campaigns.

### Module 12 Facebook Shops

Sure, the Facebook Shops module of the Certificate in Facebook Advertising course covers how businesses can leverage Facebook's e-commerce features to create a seamless shopping experience for customers. With Facebook Shops, businesses can showcase their products and services to a wider audience and increase sales through social media platforms. The module teaches students how to set up their Facebook Shop, create a product catalog, and enable Instagram Shopping. Additionally, students will gain insights into the best practices for optimizing their product listings and using dynamic product ads for catalog sales campaigns. By the end of this module, students will have a solid understanding of how to use Facebook Shops to boost their e-commerce sales and grow their business.



Digital Marketing Bootcamp

# Certificate in Google Ads

### Module 01 Introduction to Google Ads

The Introduction to Google Ads module is the starting point for students who want to understand the basics of Google Ads. The module covers the various types of Google Ads and their functionalities, such as Search, Display, Video, and Shopping Ads. Students will also be introduced to the Google Ads formula calculator, which helps create successful ad campaigns by calculating key metrics like click-through rate (CTR), cost per click (CPC), and conversion rate (CR). By the end of the module, students will have a solid understanding of how Google Ads works and how to create a successful ad campaign.

### Module 02 Setting Up Google Ads Campaign

In the Setting Up Google Ads Campaign module, students will dive into the technical aspects of setting up their first Google Ads account. This includes understanding the hierarchy of Google Ads accounts and how to structure their website and target locations effectively. Students will also learn about budgeting and bidding strategies, such as cost-per-click (CPC) and cost-per-impression (CPM), and how to use ad extensions and ad rotation settings to maximize their ad performance. By the end of this module, students will have the foundational knowledge needed to create a successful Google Ads campaign.

### Module 03 Ad Groups

The Ad Groups module is an essential component of the Google Ads certification course, and it focuses on helping students understand how to create and organize Ad Groups effectively. Ad Groups play a crucial role in optimizing your ad campaigns and ensuring that they target the right audience. This module covers the basics of Ad Group structure, organization, and creating the first Ad Group. You will learn about the different types of Ad Groups, how to group your keywords effectively, and how to create ad copy that aligns with your Ad Group's theme. Additionally, you will explore various strategies for organizing your Ad Groups to ensure that they align with your overall campaign goals and maximize your return on investment. By the end of this module, students will have a solid understanding of Ad Group creation and optimization, which is essential to achieving success with Google Ads.



### Module 04 How To Write Google Ads

The How to Write Google Ads module is a crucial part of the Google Ads course as it provides students with the fundamentals of creating effective text ads. The module starts by introducing the structure of a Google text ad, including the headline, description, and display URL. It then covers compliance guidelines that advertisers must follow to avoid their ads being disapproved. The module also provides best practices for successful ad creation, including tips on writing ad copy, using keywords, and targeting specific audiences. Students will be able to see how effective text ads are created in real-life case studies, and they will have the opportunity to practice their skills by taking a quiz. By the end of this module, students will be able to write compelling text ads that can help them achieve their marketing goals on Google Ads.



### Module 05 Setting Up Billing

The Setting Up Billing module in the Certificate in Google Advertising course teaches students how to set up billing for Google Ads campaigns. It provides step-by-step instructions on how to set up billing details, including configuring payment methods and understanding billing cycles. The module covers topics such as setting up automatic payments, manual payments, and payment thresholds. Additionally, learners will understand how to use invoicing and manage their billing settings in Google Ads. By the end of this module, students will have the knowledge and skills needed to manage their billing settings and payments effectively and efficiently.

### Module 06 Keywords

The module on Keywords in the Certificate in Google Advertising course focuses on teaching learners about the basics of keyword research, planning, and organization for successful ad campaigns. The module also covers the concept of keyword match types, negative keyword lists, and traffic sculpting using OPTMYZR. Additionally, students will be introduced to various research tools such as Google Keyword Planner and SEM Rush to get volume and cost estimates and keyword ideas from competitors.



### Module 07 Account Structure

The Account Structure module in the Certificate in Google Advertising course provides a comprehensive understanding of how to structure a Google Ads account for maximum efficiency and performance. Students will be introduced to the hierarchy of Google Ads accounts and learn how to create and organize campaigns, ad groups, keywords, and ads. The module covers the basics of campaign settings, such as selecting a campaign type, setting a daily budget, and selecting geographic locations. The module also delves into the process of creating ad groups and importing keyword lists from Excel, as well as how to create multiple relevant ads for each ad group to increase the chances of ad relevance and engagement. Furthermore, learners will understand how to navigate between ad groups, keywords, and ads within a campaign to effectively monitor and optimize their Google Ads account.

### Module 08 Google Ads Auction

The Google Ads Auction module in the Certificate in Google Advertising course covers the auction system that determines where and when your ads will appear in Google search results. The module provides an overview of how Google determines the position of your ad on the search engine results page (SERP) using the Quality Score and Ad Rank metrics. Students will learn how to optimize their ads for a better Quality Score and how to use bid adjustments to improve their Ad Rank. Additionally, the module covers the basics of ad targeting and how to use different bidding strategies, such as cost-per-click (CPC) and cost-per-impression (CPM), to get the most out of your advertising budget.

### Module 09 Refining Your Campaigns

The module Refining Your Campaigns in the Certificate in Google Advertising course is an essential component of the course designed to help learners maximize their Google Ads campaigns' effectiveness. The module covers various aspects of campaign optimization, such as navigating the Ads dashboard, editing and refining campaigns, and utilizing the website to enhance campaign performance. The students will learn how to analyze the campaign performance reports and implement effective optimization techniques such as bid adjustments and custom schedules. The module also covers advanced optimization strategies such as ad scheduling, location targeting, and device targeting.





### Module 10 Negative Keywords

Negative keywords play a crucial role in optimizing Google Ads campaigns by preventing irrelevant or unwanted search queries from triggering your ads. This module will provide learners with an in-depth understanding of negative keywords and their importance in improving ad relevancy, click-through rates, and overall campaign performance. You will learn how to identify negative keywords through various keyword research tools and techniques and how to add them to your campaigns at the ad group or campaign level. The module will cover different match types for negative keywords, including broad, phrase, and exact match, and how to choose the right match type for your campaign goals. Additionally, students will be taught how to create and manage negative keyword lists and how to remove negative keywords that are not performing well.

### Module 11 Ad Extensions

The Ad Extensions module in the Certificate in Google Advertising course is a comprehensive guide that teaches learners about the various types of ad extensions available in Google Ads and how to use them to improve ad performance. The module covers Sitelink extensions, Callout extensions, Location extensions, Affiliate location extensions, Price extensions, Promotion extensions, App extensions, and Message extensions, explaining the features and benefits of each one. Students will also learn how to configure and set up ad extensions, along with best practices for ensuring that they are optimized for maximum visibility and click-through rates. The module includes practical exercises and real-life case studies to help learners understand the importance of ad extensions and how to use them to achieve better ad performance.

### Module 12 Remarketing

The Remarketing module in the Certificate in Google Advertising course teaches students the basics of remarketing and its importance in reaching potential customers who have previously interacted with your website or app. The module covers the five primary forms of remarketing, including website, app, search, video, and email remarketing, and explains how to create and add your remarketing tag, how to create your first remarketing audience, and how to configure your remarketing campaign settings.



### Module 13 Conversion Tracking

The module on conversion tracking is a crucial component of understanding the success of your Google Ads campaigns. This module provides an in-depth guide to setting up conversion tracking and analyzing conversion data. You will learn how to track various types of conversion actions, such as form submissions and phone calls, and how to use that data to optimize your campaigns. The module also covers the importance of tracking the customer journey from ad click to conversion and provides insights on how to improve your landing pages to increase conversions. Overall, this module equips students with the knowledge and tools to measure the success of their Google Ads campaigns and make data-driven decisions to improve campaign performance.

### Module 14 Bidding Strategies

The Bidding Strategies module in the Certificate in Google Advertising course covers the different bidding strategies available to advertisers in Google Ads and how to choose the optimal bidding strategy for your goals. The module will teach you how to calculate the optimal bids for your keywords using tools like the Keyword Planner and how to measure the performance of your ads using metrics such as return on investment (ROI) and return on ad spend (ROAS). You will learn how to adjust your bids to maximize your ROI and ROAS and how to use automated bidding strategies like Target CPA and Target ROAS to streamline your bidding process. The module will also cover bid adjustments for location, device, and time of day and how to use them to further optimize your bidding strategy.

### Module 15 Google Ads Scripts

The Google Ads Scripts module provides an overview of how to use JavaScript code snippets to automate and optimize different aspects of your Google Ads campaigns. In this module, you will learn how to use scripts to create custom rules for bid management, generate reports, and automate routine tasks. You will also learn how to create and run your first script, as well as how to test and troubleshoot scripts. The module includes examples of useful scripts for different purposes, such as monitoring ad performance and optimizing bids based on data from Google Analytics. By the end of the module, you will have a good understanding of how to use Google Ads Scripts to improve the efficiency and effectiveness of your campaigns.



## Digital Marketing Bootcamp

### Module 16    Google Ads Editor

The Google Ads Editor module in the Certificate in Google Advertising course covers the fundamental concepts of using the Google Ads Editor. This free application can be downloaded and used offline to manage Google Ads campaigns and make bulk changes to accounts. The module will take students through the process of creating a new campaign, making updates to existing campaigns, and uploading changes to their account. You will also learn how to navigate the Editor's interface and use its features to perform a variety of tasks, such as importing and exporting campaigns, copying and pasting items between campaigns, and performing advanced searches and edits. Additionally, you will learn how to use the powerful find and replace function to make updates across multiple campaigns and ad groups at once. Overall, this module will equip students with the skills and knowledge necessary to efficiently manage their Google Ads campaigns using the Google Ads Editor.



### Module 17    Starting a Google Ads Agency

The Starting a Google Ads Agency module in the Certificate in Google Advertising course is designed for those interested in starting their own Google Ads agency. This module covers the essential components of setting up and operating an agency, including the organizational structure, client acquisition strategies, client onboarding procedures, pricing models, and client reporting. The module emphasizes the importance of understanding client needs and creating customized solutions to help clients achieve their goals. It provides insights into lead generation, sales processes, and client retention strategies. This module is suitable for entrepreneurs, business owners, and marketing professionals interested in starting their own Google Ads agency or offering Google Ads services as part of their business.



Digital Marketing Bootcamp

# Certificate in SEO

## Digital Marketing Bootcamp

### Module 01 Introduction to SEO

The Introduction to SEO module is a crucial part of any digital marketing education as it covers the basics of search engine optimization (SEO). This module provides a comprehensive overview of what SEO is, how it works, and why it is important for online businesses. It will introduce students to the fundamental concepts of SEO, such as keyword research, on-page optimization, technical optimization, and link building. Students will also gain an understanding of how search engines work, how they crawl and index web pages, and how they determine the relevance and authority of a website. This module is an excellent starting point for anyone who wants to learn more about SEO and how to optimize their website for search engines.

### Module 02 Fundamental Principles of SEO

In this module, students will be introduced to the fundamental principles of search engine optimization (SEO) and its importance in the digital marketing landscape. The module will explore some common misconceptions about SEO, such as the belief that it is a one-time task or that it involves tricking search engines into ranking a website higher. Students will also be introduced to the two key elements that make up an effective SEO campaign: on-page optimization and off-page optimization. On-page optimization refers to the strategies and techniques used to optimize the content and structure of a website, such as optimizing page titles, meta descriptions, and content for keywords and user experience. Off-page optimization, on the other hand, involves activities that take place outside of the website, such as link building and social media marketing, to increase the website's authority and reputation. The module aims to provide students with a foundational understanding of SEO and its importance in driving organic traffic and achieving online visibility.

### Module 03 Keyword Research

The Keyword Research module focuses on the essential role of keywords in SEO and covers various aspects of keyword research. Students will understand the significance of different types of keywords, how to conduct keyword research, and tools and techniques to evaluate keyword difficulty and find additional keywords. The module emphasizes the importance of organizing keywords and validating them using Google Trends to ensure that the selected keywords align with the website's goals and target audience.



### Module 04 Creating Content For Your Website

The Creating Content For Your Website module in the Certificate in SEO course delves into the significance of content in SEO and how to develop effective content for your website. This module emphasizes the importance of generating content ideas that align with your target audience's interests and behaviors. It covers the best practices for creating content that can rank well in search engines, such as using descriptive headlines and incorporating relevant keywords. The module also stresses the importance of regularly publishing fresh content to improve your website's search engine rankings. Additionally, learners will gain insights on the ideal length of content for SEO purposes and how to optimize content for mobile devices.

### Module 05 On-Page SEO

On-page optimization is a critical aspect of SEO and this module is designed to provide an in-depth understanding of its importance. The module will cover the three pillars of on-page optimization which include content, HTML structure, and site architecture. You will learn about the best practices for optimizing each of these pillars, including how to create high-quality and keyword-rich content, write effective title tags and meta descriptions, and optimize header tags. Additionally, the module will cover advanced tactics such as optimizing images with alt tags, implementing internal linking strategies, and ensuring website load speed. By the end of the module, students will have a comprehensive understanding of the key elements of on-page SEO and how to implement them to improve their website's ranking in search engine results pages.

### Module 06 Off-Page SEO - Link Building

The Off-Page SEO - Link Building module is an essential part of the Certificate in SEO course. This module focuses on the importance of link building and how it affects the visibility and ranking of a website in search engine results pages. The module covers various topics such as the concept of backlinks, its types, and the significance of anchor text. It also includes techniques to identify existing backlinks and determine the quality of those backlinks. The module provides insight into various link building strategies such as guest posting, competitor analysis, forums, broken links, and social profiles. By the end of this module, students will have a better understanding of how to develop a strong link building strategy to improve their website's ranking in search engine results pages.



### Module 07 Technical SEO

The Technical SEO module is an important component of the Certificate in SEO course as it delves into the technical aspects of optimizing a website for search engines. It covers topics such as the difference between HTTP and HTTPS protocols, and how to set up Google Search Console and Analytics to monitor website performance. XML sitemaps, duplicate content, 404 pages, and 301 redirects are also covered in detail. Additionally, the module explores advanced technical SEO concepts such as keyword cannibalization and schema markup. By the end of the module, students will have a better understanding of how to optimize their website's technical aspects to improve search engine performance, enhance user experience, and increase website traffic.

### Module 08 Speeding Up Your WordPress Website

In today's digital age, website speed plays a crucial role in SEO, user experience, and online success. Slow-loading websites can lead to higher bounce rates, lower conversions, and decreased search engine rankings. This module focuses on the importance of website speed in SEO and how to improve the speed of a WordPress website. The module covers topics such as website speed optimization techniques, such as optimizing images, leveraging caching and minification, reducing server response time, and implementing a content delivery network (CDN). The module also delves into the role of web hosting and servers in website speed and how to choose a fast and reliable web host. Additionally, you will learn about various website speed optimization tools that can be used to analyze website speed and performance, such as Google PageSpeed Insights, GTmetrix, and Pingdom.

### Module 09 User Experience

User Experience (UX) is a critical aspect of SEO as it directly affects how users interact with your website and how they perceive its value. This module explains the importance of UX in SEO and provides practical tips for enhancing your website's UX. You will learn about the key elements that impact UX, such as website design, navigation, mobile-friendliness, page speed, and accessibility. Additionally, you will discover how to measure and track user metrics such as organic click-through rate (CTR), dwell time, and bounce rate, and how these metrics can impact your website's search engine rankings. By the end of this module, you will have a better understanding of how to optimize your website's UX for improved SEO performance.





### Module 10 Negative SEO

Negative SEO is the practice of using unethical and manipulative tactics to harm a competitor's search engine rankings. In this module, you will learn about the different types of Negative SEO tactics, such as link spamming, content scraping, and negative reviews. You will also learn how to identify if your website is under attack by monitoring your backlink profile, website traffic, and search engine rankings. Additionally, you will learn how to protect your website from Negative SEO by disavowing harmful backlinks, securing your website from hacking and malware, and monitoring your website regularly for any suspicious activity. By the end of the module, you will have a better understanding of Negative SEO and be equipped with the necessary knowledge to protect your website from such practices.

### Module 11 Google Algorithms

The module Google Algorithms is an essential part of any SEO training program. In this module, students will get an in-depth understanding of the different algorithm updates that Google has released over the years. It will cover major updates such as Panda, Penguin, Hummingbird, RankBrain, and more recent updates like BERT. The module will explain how these updates have affected SEO practices and what webmasters can do to stay ahead of the curve. For example, the Panda update focused on thin and low-quality content, while Penguin targeted websites with spammy backlinks. Hummingbird introduced the concept of semantic search, and RankBrain is Google's AI-based algorithm that focuses on understanding search queries better. By the end of the module, students will have a comprehensive understanding of the various algorithm updates and how to optimize their website to stay up-to-date with the latest changes.

### Module 12 Measuring Your SEO Campaign

The Measuring Your SEO Campaign module in the Certificate in SEO course is a crucial component of the course, as it teaches learners how to determine the effectiveness of their SEO strategies. The module covers a range of tools and techniques that can be used to measure the success of an SEO campaign, such as tracking website rankings, monitoring backlinks, and analyzing website traffic. Additionally, learners will gain an understanding of how to set up goals and E-commerce tracking in Google Analytics, which can be used to measure the success of specific marketing campaigns and conversions.

### Module 13 Manual SEO Audits

The Manual SEO Audit module in the Certificate in SEO course is designed to teach students the essential principles of conducting a comprehensive SEO audit manually. An SEO audit is a critical process of analyzing a website's structure and content to identify areas for improvement and optimization. The module covers the key elements of an SEO audit, such as website crawling, URL optimization, page titles, meta descriptions, heading tags, and website architecture. Additionally, the module includes best practices for conducting an SEO audit and provides guidance on how to create a comprehensive SEO audit report that includes actionable recommendations for improving website performance. By the end of this module, students will have a solid understanding of the SEO audit process and the skills necessary to conduct a manual SEO audit on their website or their clients' websites.



### Module 14 Setting up an SEO Agency

The module on Setting up an SEO Agency is designed to provide students with an understanding of the fundamentals of starting and running an SEO agency. The module covers the essential components of setting up an agency, such as defining your target audience, creating a business plan, and developing a marketing strategy. The module also covers how to attract clients, including strategies for lead generation, creating a strong online presence, and developing a portfolio of successful SEO campaigns. Additionally, the module provides guidance on how to onboard clients effectively, including the development of an onboarding process and client communication plan. Other topics covered include pricing structures, client reporting, and developing a team of SEO experts. By the end of this module, students will have a solid understanding of what it takes to start and run a successful SEO agency.



Digital Marketing Bootcamp

# Certificate in Email Marketing

### Module 01 Introduction to Email Marketing

The Introduction to Email Marketing module is designed to provide students with an understanding of the importance of email marketing for businesses. The module covers the basic concepts of email marketing, such as email list building, segmentation, and automation. It also introduces learners to various email marketing platforms and CRM systems that can be used to manage email campaigns effectively. By the end of the module, learners will have a good understanding of the fundamental principles of email marketing and how it can be used to improve business growth and engagement with customers.



### Module 02 Email Marketing: First Steps

The Email Marketing: First Steps module is a practical introduction to email marketing using one of the most popular email marketing platforms, MailChimp. The module is designed for students who have little or no experience with email marketing and want to start building their email list and creating effective email campaigns. In this module, students will be guided through the process of creating a free MailChimp account and shown how to navigate the platform's interface. They will also learn how to create and manage email lists, create email campaigns, and track campaign performance. By the end of this module, students will have the foundational knowledge and skills needed to start building their email marketing strategy.

### Module 03 Email List Building Strategies

Building an email list is an essential aspect of email marketing and can help businesses establish a direct and effective line of communication with their customers. In this module, you will learn how to create a successful email list by identifying your target audience, understanding their needs and preferences, and developing effective strategies for capturing their contact information. You will explore various tactics and methods for building your email list, including offering lead magnets, creating engaging content, optimizing your website, and leveraging social media. Additionally, the module will highlight the ethical considerations involved in email list building and the importance of complying with legal regulations, such as GDPR and CAN-SPAM Act. By the end of the module, you will have a solid understanding of how to build an effective email list that can help you grow your business.



### Module 04 Lead Magnets

Lead magnets are valuable resources offered to website visitors in exchange for their contact information, such as their email address. The Lead Magnets module of the Certificate in Email Marketing course focuses on the importance of creating lead magnets as a means of growing your email subscriber list. The module covers the different types of lead magnets, such as e-books, checklists, templates, and webinars, and how to choose the best one for your business and target audience. The module also provides tips for creating an irresistible lead magnet that will entice potential subscribers to provide their contact information. By the end of this module, students will have a better understanding of the role of lead magnets in email marketing and how to create effective ones that attract more subscribers.

### Module 05 Subscriber Management on MailChimp

The Subscriber Management module of the Certificate in Email Marketing course focuses on providing learners with the skills needed to manage their email subscriber list effectively. The module covers the various subscriber management tools available on MailChimp, one of the most popular email marketing platforms. The course will cover creating groups and segments within your subscriber list, which can help you target specific groups of subscribers with tailored content and offers. You will learn how to import and export subscribers to and from your list, and how to identify and remove inactive subscribers, which can help keep your email list healthy and engaged.

### Module 06 Landing Pages: Creating Landing Pages That Convert

The Landing Pages module in the Certificate in Email Marketing course will provide students with an in-depth understanding of landing pages and their role in email marketing campaigns. This module will cover the key elements of a successful landing page, including headline, copy, images, and call-to-action. Students will learn how to create a landing page that is optimized for conversions, how to test and optimize landing pages, and how to integrate landing pages with email marketing campaigns. Additionally, students will be introduced to landing page tools and platforms, such as Unbounce and Instapage, and learn how to use them effectively. By the end of this module, students will have a strong understanding of how to create effective landing pages that can convert website visitors into customers.

### Module 07 Subscription Forms: Capturing Visitors From Your Website

In this module of the Certificate in Email Marketing course, students will learn about the importance of subscription forms in capturing website visitors and converting them into email subscribers. The module will cover the different types of subscription forms, including pop-ups, embedded forms, and landing page forms. Students will also be introduced to MailChimp's form builder tool and will learn how to customize and design their subscription forms. Additionally, the module will provide instructions on how to integrate subscription forms into their website and optimize them for maximum effectiveness. By the end of the module, students should have a solid understanding of how to create and implement subscription forms to grow their email subscriber lists.



### Module 08 Email Automation on MailChimp

Email automation is a powerful tool in email marketing that allows businesses to send targeted, personalized messages to subscribers at the right time. In this module, students will be introduced to the benefits of email automation and how it can save time and effort while increasing engagement and conversions. The module will cover the process of planning and creating an email sequence in MailChimp for new subscribers, including creating automated emails, setting triggers, and scheduling the sequence. Additionally, students will learn how to activate and test their email automation to ensure that it is working correctly and effectively.

### Module 09 Campaign Statistics

The Campaign Statistics module in the Certificate in Email Marketing course teaches students how to analyze the performance of their email campaigns and make data-driven decisions to improve their results. Students will learn how to use MailChimp's reporting tools to track the success of their campaigns, including open rates, click-through rates, and conversion rates. Additionally, the module covers best practices for maintaining a healthy email list, including compliance with anti-spam policies and managing inactive subscribers. By the end of the module, students will have a solid understanding of how to interpret their email campaign data and use it to optimize their future campaigns for better engagement and conversions.

### Module 10 A/B Testing Email Campaigns

The A/B Testing Email Campaigns module is an important component of email marketing, as it teaches students how to optimize their email campaigns using A/B testing. A/B testing involves comparing two versions of an email campaign to see which version performs better in terms of open rates, click-through rates, and other metrics. In this module, students will learn the basics of A/B testing, including how to plan an A/B test campaign, how to create an A/B test in MailChimp, and how to analyze the results of the A/B test to make data-driven decisions. By the end of the module, students will have a solid understanding of how to use A/B testing to improve the effectiveness of their email campaigns and increase conversions.

### Module 11 Best Day & Time To Send Emails

The Best Day & Time To Send Emails module teaches email marketers how to optimize their email campaigns by selecting the best day and time to send their emails based on their target audience's behavior and preferences. The module covers the research and studies that have been conducted on the topic, as well as the factors that can impact email open rates and click-through rates, such as time zones, industry, and type of email content. The module provides practical tips and strategies for testing and experimenting with different sending times to find the most effective timing for each email campaign. By mastering the best day and time to send emails, email marketers can maximize the impact of their email campaigns and achieve better results.

### Module 12 Advanced Email Marketing Strategies

The Advanced Email Marketing Strategies module focuses on helping students take their email marketing campaigns to the next level by covering advanced tactics and techniques. The module starts by discussing the different types of emails and their purpose, such as promotional emails, newsletters, and transactional emails. Students will also gain insight into the importance of creating mobile-friendly emails, including tips and best practices for designing emails that work well on mobile devices. Additionally, the module will cover personalization techniques, such as using dynamic content and segmentation to create targeted and personalized email campaigns. Overall, the module will provide learners with the knowledge and skills they need to create effective email campaigns that drive engagement, conversions, and revenue.





Digital Marketing Bootcamp

# Certificate in Copywriting

### Module 01 Introduction to Copywriting

This module on copywriting covers the essential principles of writing effective copy, such as identifying your target audience and writing to appeal to their needs and desires, emphasizing benefits over features, and using emotional triggers to motivate readers. Learners will also learn how to create user personas to better understand their target audience and write in a conversational tone that engages and resonates with readers. Overall, the module provides a strong foundation for effective copywriting that can help businesses to communicate more effectively with their customers and drive sales.



### Module 02 The Basics

In this module, you will learn the essential elements of effective copywriting, starting with identifying your target audience and writing specifically for them. By focusing on benefits rather than features, you can create compelling copy that speaks to your readers' needs and desires. You will also learn how to tap into your readers' emotions to engage them and motivate them to take action. Additionally, you will learn how to create user personas to better understand your audience and write in a conversational tone that resonates with them. By mastering these fundamental principles of copywriting, you can create copy that drives results and effectively communicates your message to your target audience.

### Module 03 Copywriting Formulas

In the Copywriting Formulas module, students will learn how to use copywriting formulas to craft compelling content that resonates with their target audience. They will be introduced to the Attention, Interest, Desire, Action (AIDA) formula, which outlines the four key stages of a successful sales pitch: getting the attention of your target audience, generating interest in your product or service, creating a desire for it, and prompting action. They will also learn about the Problem, Agitate, Solve (PAS) formula, which helps copywriters identify their audience's pain points, agitate those pain points, and provide a solution. By understanding and implementing these formulas, students will be able to create copy that engages and converts their audience.



### Module 04 Calls To Actions

The Calls to Action (CTAs) module emphasizes the significance of CTAs in copywriting and how they can make or break the effectiveness of your message. Students will learn about the different types of CTAs and how to create compelling ones that encourage readers to take the desired action. The module will cover techniques such as using action-oriented language, highlighting the benefits of taking action, and creating a sense of urgency. Additionally, students will learn about the placement of CTAs within the copy and the importance of testing and refining CTAs to maximize their impact.

### Module 05 Headlines

The module on headlines in copywriting will cover the basics of crafting effective headlines that can quickly grab the reader's attention and draw them into the content. You will learn about the different types of headlines, such as informative, how-to, and emotional headlines, and how they can be used to appeal to specific audiences. The module will also provide tips and tricks for writing catchy and compelling headlines, such as using power words, posing questions, and creating a sense of urgency. Additionally, you will learn how to use headline generator tools to make your writing process more efficient and how to apply these principles to writing headlines for YouTube videos. By the end of this module, you will be equipped with the knowledge and skills to write headlines that effectively capture the reader's attention and drive engagement.

### Module 06 Copywriting for Website Copy

In this module, students will learn the fundamental principles of writing website copy that not only attracts visitors but also encourages them to take action. They will explore the different types of website copy, including homepage copy, product pages, and about us pages, and how to structure each section for maximum impact. The module will also cover how to write in a conversational tone, using storytelling to captivate readers, and how to involve readers in your copy by asking questions and using second-person pronouns. Students will learn the importance of keeping website copy concise, clear, and easy to read, and how to use formatting and bullet points to break up text and make it more visually appealing. By the end of this module, students will have the skills to create website copy that engages visitors and encourages them to take action.

### Module 07 Copywriting for Press Releases

The Writing Press Releases module is designed to teach students how to create effective press releases that can generate publicity and interest in their business or organization. The module covers the basics of press release writing, including how to structure a press release and how to write an attention-grabbing headline. Students will also learn how to craft a compelling lead paragraph that captures the essence of the story, as well as how to write quotes that are both interesting and informative. Additionally, the module provides tips on how to distribute press releases and how to follow up with journalists to increase the chances of coverage. By the end of this module, students should have a clear understanding of how to write a press release that will get their message out to the public.



### Module 08 Copywriting for Social Media

In this module, students will learn how to write copy specifically for social media platforms, such as Facebook, Twitter, and LinkedIn. The module will cover the differences between each platform and the best practices for creating engaging copy for each one. It will also provide tips on crafting effective profile copy that captures the reader's attention. Additionally, students will have access to a list of powerful action words to use in their social media copy and complete a word track to practice their skills. By the end of this module, students will be equipped with the knowledge and skills to create copy that resonates with their social media audience and drives engagement.

### Module 09 Copywriting for Cold Emails

The Copywriting for Cold Emails module is designed to teach students the essential skills and techniques required to write persuasive and engaging cold emails that get a response. The module covers the importance of setting clear objectives for your cold email campaign and identifying your target audience. Students will learn how to write effective subject lines that grab the recipient's attention and encourage them to open the email. The module also covers best practices for crafting the body of the email, including the use of personalization, persuasive language, and social proof. Finally, students will learn how to avoid common spam words that can trigger filters and cause their email to be marked as spam. By the end of the module, students will be able to write effective cold emails that are more likely to generate a response from the recipient.



Digital Marketing Bootcamp

# Certificate in Conversion Rate Optimization



### Module 01 Introduction to CRO

Conversion rate optimization (CRO) is the process of improving the performance of a website or digital marketing campaign by increasing the percentage of visitors who complete a desired action, such as making a purchase or filling out a form. This module provides a foundational understanding of CRO and A/B testing, which is a method for testing two versions of a webpage or marketing campaign to determine which one performs better. Students will learn about the hierarchy of evidence, which outlines the importance of using data and experimentation to support CRO decisions. They will also learn about building a business case for CRO, including identifying goals and KPIs, setting up tracking and measurement, and calculating the potential return on investment (ROI) of a CRO program. Overall, this module provides a solid introduction to the key concepts and principles of CRO, setting the stage for further learning and skill development in this important field.

### Module 02 Google Analytics 4 (GA4) for Beginners

This module is intended for individuals who are new to Google Analytics 4 and want to learn how to use it to analyze their website's performance. The module covers the fundamentals of setting up a Google Analytics 4 property, upgrading from the previous version of Google Analytics, and an overview of the various reports available in Google Analytics 4, such as campaign tracking, engagement reports, retention reports, and analysis hub. By the end of the module, students should have a good understanding of the basics of Google Analytics 4 and be able to leverage its features to gain insights into their website's performance.

### Module 03 CRO Data Research

The CRO Data Research module is an essential component of the Certificate in Conversion Rate Optimization course as it emphasizes the significance of research and data analysis in the CRO process. This module covers a range of topics, starting from understanding company goals and KPIs to tracking website analytics using Google Analytics 4 (GA4). The students will also learn how to analyze web interactions, conduct funnel and path exploration, and use segmentation to identify opportunities for CRO. By the end of this module, the students will be able to document their findings and present them in a clear and concise manner. The quiz at the end of the module will help test the student's knowledge and ensure they have understood the concepts covered in the module.



### Module 04 CRO User Research & Science

The CRO User Research & Science module is focused on teaching students the importance of user research and scientific method in the process of Conversion Rate Optimization (CRO). This module covers various user research techniques like polls, surveys, feedback tools, recordings, and usability testing, which can be used to gather valuable insights about user behavior and preferences. The module also highlights the significance of web accessibility, customer service, and user feedback in the CRO process. Additionally, it introduces the scientific method and its key elements like hypothesis testing and A/B testing, which are crucial for creating a structured, data-driven approach to CRO. By the end of the module, students will have a clear understanding of the importance of user research and scientific method, and how they can be applied to improve website performance and conversion rates.

### Module 05 Expert Review, Psychology Basics & Competitor Analysis

The Expert Review & Psychology module focuses on the skills necessary to conduct an expert review, understand the basics of psychology, and analyze competitor performance. The module begins by discussing the key elements of effective landing pages, including design, messaging, and call-to-action. The course also covers essential skills for analyzing product pages and checkout processes, including best practices for product descriptions, pricing, and trust signals. In addition, the module explores psychological principles that impact consumer behavior and decision-making, such as motivation, reciprocity, social proof, and scarcity.

### Module 06 Insights, Prioritisation & Hypothesis Testing

The module focuses on the process of creating an evidence-based framework for testing by combining insights, prioritization, and hypotheses. It emphasizes the importance of identifying and prioritizing testing ideas based on their potential impact and ease of implementation. Students will learn how to use various tools and techniques to generate testing ideas, including web analytics, user feedback, and heuristic evaluations. The course also covers how to create and test hypotheses based on user behavior insights, such as user personas and customer journeys. Additionally, students will learn how to develop a testing plan, including setting testing goals and success metrics, defining test variations, and determining the sample size and duration of the test. The course will also discuss how to analyze and interpret test results and iterate on the testing process to continuously improve website performance.

### Module 07 Pre-Test Analysis

The Pre-Test Analysis module is a fundamental part of the Conversion Rate Optimization (CRO) course. In this module, you will learn about the importance of statistical analysis before conducting any testing. You will gain an understanding of statistical terms such as Type 1 and Type 2 error, statistical power, sample size, and minimal detectable effect, and how to calculate them. You will also learn about regular expressions and how they can be used to filter data in Google Analytics. For low traffic websites, KPIs are an essential aspect of measuring website performance, and you will learn how to identify and track the most relevant KPIs. By the end of this module, you will be able to use statistical analysis and KPIs to determine if your CRO tests are successful and make informed decisions to optimize website performance.

### Module 08 Google Optimize for Beginners

The module on Google Optimize for Beginners is part of a course that aims to provide a comprehensive understanding of the Google Optimize platform. In this module, students will be introduced to the interface and the different types of experiments that can be conducted using Google Optimize, including A/B tests and multivariate tests. The course covers the process of creating experiments, including setting up the experiment details, selecting the experiment type, and defining the experiment variations. Students will also learn how to target specific audience segments and analyze the results of their experiments. By the end of the module, students should have a solid foundation in Google Optimize and be able to create and conduct their own experiments.

### Module 09 Setting Up an A/B Test

In the Setting Up an A/B Test module, learners will gain a comprehensive understanding of the process involved in setting up and conducting A/B tests for Conversion Rate Optimization (CRO). The module covers the basics of A/B testing, including the different types of tests that can be conducted, the importance of hypothesis testing, and how to choose an appropriate sample size for testing. Learners will also be introduced to A/B testing tools and platforms, and they will learn how to set up and track experiments using Google Optimize. The module also covers quality assurance methods to ensure accurate and reliable test results. By the end of this module, learners will have a solid foundation for designing and executing successful A/B tests to improve website conversions.



### Module 10 A/B Test Live

The module on setting up an A/B test for Conversion Rate Optimization (CRO) aims to provide students with a comprehensive understanding of the A/B testing process. It covers various steps involved in setting up and conducting A/B tests, such as designing an effective A/B test, choosing the right testing tool, tracking data and events, and performing quality assurance. The module emphasizes the importance of documentation and provides guidance on how to document test results. Additionally, students will explore other forms of testing, such as client-side vs. server-side testing, and gain an understanding of when to use each type. By the end of the module, students should be able to design and set up an effective A/B test for CRO and have a good understanding of the different types of testing available to them.



### Module 11 Analyse the A/B test

In this module, students will learn how to analyze the results of an A/B test in order to gain insights and draw meaningful conclusions. The module covers the difference between frequentist and Bayesian statistics, and how to apply them to analyze A/B test results. Students will learn how to segment data, perform funnel analysis, and create reports to communicate their findings. The module also covers automation techniques that can streamline the analysis and reporting process. Overall, this module will provide learners with the skills and knowledge they need to confidently interpret and report on the results of A/B tests.

### Module 12 Personalisation

The Personalization Fundamentals module provides an overview of personalization and its benefits, as well as the personalization process. It discusses the two main types of personalization: rule-based and machine learning, and their respective applications and benefits. The module also covers best practices for personalization, examples of successful personalization, and ways to get started with personalization. Overall, the module is designed to give learners a solid foundation in personalization and how it can be applied to improve user experience and business outcomes.

### Module 13 How to be Successful at CRO

This module is designed to help learners understand the strategies and techniques for increasing the frequency and likelihood of successful CRO experiments. The module begins by discussing the importance of overcoming confirmation bias and involving stakeholders in the CRO process. It then covers various techniques for generating test ideas, building a CRO team, and taking CRO to the next level. Students will also be introduced to the concept of the CRO Success Formula, which involves identifying conversion blockers, developing a hypothesis, creating a test plan, and analyzing results. By the end of the module, students will have a comprehensive understanding of the key strategies and techniques for achieving success in CRO.



### Module 14 Conclusion

The conclusion module for the Certificate in Conversion Rate Optimization is designed to provide a summary of the key concepts and skills covered in the course and reinforce the importance of CRO in digital marketing. Participants will review the CRO process, from identifying business goals and user behavior insights to testing and analyzing results. They will also learn about the different types of tests, tools, and strategies used in CRO, as well as best practices for personalization and overcoming confirmation bias. The module will conclude by highlighting the value of ongoing CRO and the role of a CRO team in driving continuous improvement.



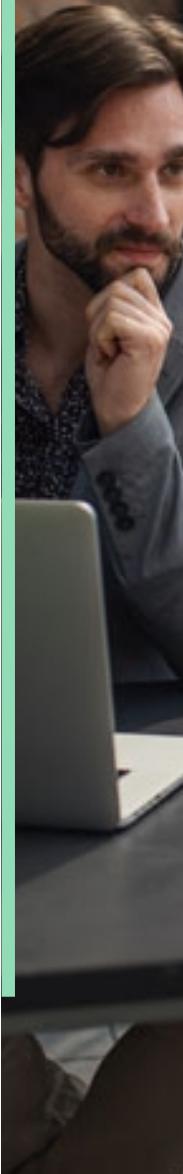
Digital Marketing Bootcamp

# Certificate in Remarketing

## Digital Marketing Bootcamp

### Module 01 Introduction to Remarketing

Remarketing, or retargeting, is a digital marketing technique that helps businesses reconnect with visitors who have previously interacted with their website or brand. The goal of remarketing is to persuade these visitors to return to your website and complete a desired action, such as making a purchase or filling out a form. This is achieved through the use of targeted ads that are shown to visitors after they have left your website, and are based on their previous interactions with your brand. For example, if a visitor added an item to their shopping cart but did not complete the purchase, remarketing ads can be used to show them that item again, along with a message encouraging them to complete their purchase. This module will provide learners with an understanding of how remarketing works, the benefits it can bring to businesses, and examples of how it's used in practice.



### Module 02 Understanding how Retargeting Works

This module focuses on providing an in-depth understanding of how retargeting works within the digital advertising ecosystem. It covers various components of digital advertising, including ad exchanges, ad networks, demand-side platforms, and supply-side platforms. Students will also learn about how retargeting works on the inside, including how pixels and cookies are used to track user behavior and how retargeting campaigns can be optimized to maximize their effectiveness. By the end of this module, students will have a solid understanding of the technical aspects of retargeting and how it can be used to drive more conversions and revenue for their businesses.

### Module 03 Developing Retargeting Strategies

Retargeting or remarketing campaigns can be a powerful way to reach and engage with potential customers who have already shown an interest in your product or service. In this module, you will learn how to develop effective retargeting strategies that target these potential customers in a personalized and relevant way. You will explore the foundational elements of remarketing campaigns, including how to identify and segment your audiences based on their behavior and interests. You will also learn how to leverage intent signals, such as the pages they visited and the actions they took on your website, as well as visitor engagement data to optimize your campaigns. By the end of this module, you will have a solid understanding of how to create successful retargeting campaigns that convert potential customers into loyal ones.



### Module 04    Implementing Your Retargeting Strategies

In this module, you will learn how to practically implement your retargeting strategies, starting with funnel-based segmentation to understand where your audience is in the customer journey. You'll also learn how to use your website to plan your remarketing lists, including creating custom audiences based on specific page views or actions taken on your site. Additionally, you will learn how to map your ad groups using your lists and values, ensuring that you are targeting the right audience with the right message. By the end of this module, you will have a solid understanding of how to put your retargeting strategies into action.



### Module 05    Build Your Audience Segments in Google Analytics

In this module, you will be introduced to the powerful tool of Google Analytics for building audience segments for your remarketing campaigns. You will learn how to add the Google Analytics tracking tag to your website and how to verify that it's working correctly. Additionally, you will learn how to navigate your Google Analytics account to find the data you need to build your remarketing audience segments. You will gain an understanding of the various dimensions and metrics available in Google Analytics and how to use them to create specific audience segments for your remarketing campaigns. By the end of this module, you will have the skills and knowledge to effectively use Google Analytics to build audience segments and create targeted remarketing campaigns.

### Module 06    Using Google Tag Manager for Retargeting

The module Using Google Tag Manager for Retargeting will introduce you to the benefits of using Google Tag Manager and how it can be used to implement various retargeting strategies. You will learn how to sign in to your Google Tag Manager account, add the basic Google Analytics tag, set up custom button and link click tracking, add page level scroll depth tracking, and create custom user engagement timers. Additionally, you will learn how to add Google Ads conversion tracking through Google Tag Manager and set up your Google Ads remarketing tag using Google Tag Manager.

### Module 07 Building Your Retargeting Audience in Google Analytics

The module Building Your Retargeting Audience in Google Analytics covers various techniques to create and customize retargeting audiences using Google Analytics. The module will take students through the process of linking Google Ads and Google Analytics accounts, building audiences based on URL attributes, Ads campaigns, and Ads data. The module will also cover how to set up remarketing sequences, goal-based remarketing audiences, event-based audiences, and how to import audiences from Google Analytics Solutions Gallery. Additionally, the module will teach students how to use affinity categories and in-market segments to enhance their retargeting campaigns.



### Module 08 Configuring Your Retargeting Audience in Google Ads

In this module, you will learn how to configure your retargeting audience in Google Ads using data from Google Analytics. You will start by learning how to import Google Analytics goals into Ads for conversion tracking, which will allow you to track the performance of your campaigns. You will also learn how to view and analyze Google Analytics remarketing audiences in Google Ads, and how to create customized remarketing lists based on specific website activity, such as page views, time spent on site, or specific actions taken. Additionally, you will explore how to use advanced segmentation techniques, such as excluding certain segments or creating similar audiences, to further refine your retargeting campaigns. By the end of this module, you will have a thorough understanding of how to use Google Analytics to build powerful remarketing audiences in Google Ads.

### Module 09 Google Ads Audience Builder

In this module, you'll learn how to create and configure your retargeting ad lists in Google Ads. This will include creating custom combinations using data from Google Analytics, setting membership durations, and creating rules-based lists to help you target specific segments of your audience. You'll also learn how to use different types of remarketing lists, such as dynamic remarketing lists, to make your ad campaigns more effective and engaging. Additionally, the module will cover how to optimize your ad lists to ensure you're getting the best possible return on investment (ROI) from your retargeting campaigns.

# We'll Help You Find a Job

At The Online Business Academy, we are dedicated to supporting you on your journey to success. We are confident that by leveraging the resources and connections offered by our Career Centre, you will build valuable networks and gain the confidence needed to secure a new job or promotion.

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By partnering with Resume Hub, we provide all our students with an added advantage in their job search. Upon enrolment, our students receive a complimentary comprehensive CV review from expert professionals, ensuring they have the best chance for success in their career.

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- Complimentary personalized CV review with feedback to make your CV stand out
- Job tips and resources, including a clear five-step job success process
- Industry-relevant advice to stay up-to-date with the latest industry trends and requirements.



#### Very friendly and helpful stuff

They responded very quickly to my initial enquiry. The consultant gave me very helpful advice on which course would be right for me. The follow up was really great too. Helpful but not too pushy. Getting registered was quick and easy too.

**Julie N.**

Certificate in Xero

# What Our Students Say



We pride ourselves in delivering an excellent education experience. See what our students have to say:

## Exceptional Learning Experience



**Maria R.**

Certificate in Adobe Photoshop

I had a great experience with the Online Business Academy! The course content was well-structured and easy to follow. The assessments helped me understand the concepts better and the feedback provided was valuable. I'm grateful for the flexible learning schedule that allowed me to study at my own pace. I would highly recommend this academy to anyone looking for a quality learning experience.



## Practical, Relevant and Fun!

**Sarah T.**

Certificate in Microsoft Word

I recently completed a Microsoft Word course with the Online Business Academy, and I loved it! The course was practical, relevant, and fun. The online platform was user-friendly, and the support from the academy team was exceptional. The assessments were challenging yet enjoyable, and I learned a lot from the feedback provided.



## Changed my Career Trajectory!

**Mark J.**

Digital Marketing Bootcamp

I joined the Online Business Academy to upskill in digital marketing, and it was the best decision I made for my career. The course content was comprehensive and up-to-date, and the assessments were challenging and relevant. The Career Centre helped me prepare a strong CV and provided valuable advice on job search strategies. The skills I learned from this academy have changed my career trajectory, and I'm grateful for the team over at the Online Business Academy.



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