ON 10/03/2021, THE CERTIFICATE OF SUCCESSFUL COMPLETION OF THE COURSE

DIGITAL MARKETING

HAS BEEN AWARDED, WITH THE FINAL VOTE 99/100 TO

Lorenzo Petinari

BORN IN MACERATA ON 12/08/1968

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;

ACCADEMIA DOMANI

This Certificate is verified by VeriForm:

DOTT. FABIO REBECCHI
Legale Rappresentante

ACCADEMIA DOMANI S.A.S.
di Rebecchi Fabio
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