CHARTERED
INSTITUTE OF PROFESSIONAL CERTIFICATIONS

CERTIFIED SEO & SEM MARKETING MANAGER™

CSEO

Fully Accredited By:

Chartered Institute of Professional Certifications

CPD
Certification Service

CSEO™
CERTIFIED SEO & SEM MARKETING MANAGER™

PROGRAM OVERVIEW

ACCREDITATIONS

Organic search traffic is ranked one of the most effective digital marketing channels when it comes to converting qualified prospects into paying customers.

This **Certified SEO & SEM Marketing Manager (CSEO™)** program will teach you how to leverage the most advanced and innovative SEO techniques in order to **optimize your search engine rankings, drive consistent organic traffic and increase revenue conversion**. You will learn both On Page and Off page optimization methods that can **strengthen your website's presence in the top-10 search results of Google**, which result in increasing organic traffic and revenue. With powerful best practices in **SEO reporting metrics and Google Search Engine Analytics**, you will be able to transform the insights that can harness your SEO strategies to grow your business while improving ROI and website visibility.

By the end of the program and upon passing the Chartered exam, you will have earned the **Certified SEO & SEM Marketing Manager (CSEO™)** designation which you can use to demonstrate your professional credentials and track record in the field of search engine optimization and search engine marketing.

Globally demanded and recognized, this designation is an industry-recognized trademarked charter developed by the **Chartered Institute of Professional Certifications** and has lifelong validity. It's also fully accredited by CIPD (Chartered Institute of Personnel and Development), with 160,000 membership organizations worldwide.

CPD CERTIFIED
The CPD Certification Service

★ **Trustpilot**
★★★★★
4.8
★★★★⯪

CHARTERED
INSTITUTE OF PROFESSIONAL CERTIFICATIONS
4.6
★★★★⯪

KEY SKILLS YOU WILL GAIN
From This Program

TECHNICAL SEO
BACKLINK RESEARCH
LINK BUILDING STRATEGIES
KEYWORD RESEARCH

KEYWORD OPTIMIZATION
COMPETITIVE ANALYSIS
WEBSITE AUDITING
ADVANCED SEO

OFF-PAGE SEO STRATEGY
GOOGLE ANALYTICS
SITE MAP BUILDING
SEARCH ALGORITHM

SEO CONTENT AND COPYWRITING
MEDIA PLANNING
WEB ANALYTICS
CAMPAIGN MEASUREMENT

CONTENT OPTIMIZATION

Christopher Green

Award-Winning SEO Strategist, Author of Several SEO Books

Chris Green is a **highly sought-after speaker, strategist, and author** in the SEO industry. Over the past few years, he has been featured as a key speaker for global conferences including **Brighton SEO, Global Internet Marketing Day, SASCON, and Digital Olympus**. Since 2020, Chris has published many SEO articles and was regularly featured on **authority sites such as Semrush and Wix**. In addition to his expertise in search engine optimization, he is also an authority on digital marketing. His latest book, Shoot the HiPPO: How to Be a Killer Digital Marketing Manager, was published in 2018 and has received highly rated reviews from critics.

In 2018, Chris led his team to **win 'Best Small SEO Agency' at the UK Search Awards**. Today, he is helping many Fortune 500 companies optimize their SEO campaigns and mentor new members of the industry as they develop their career paths in this field.

OUR PARTICIPANTS

Over 70% of FORTUNE 500 Companies Have Attended Our Accredited Programs Before

Goldman Sachs

SAMSUNG

ExxonMobil

BURBERRY

citi

IKEA

VOLVO

HYUNDAI

Pfizer
Life is our life's work

Nestlé

PROGRAM AGENDA

MODULE 1: INTRODUCTION TO SEO

Lesson 1.2.1: What is SEO - Part 1
Lesson 1.2.2: What is SEO - Part 2
Lesson 1.3: Giving Google What It Wants
Lesson 1.4: When SEO Is More Than Google Search
Lesson 1.5: Introduction to SEO - Wrap Up

MODULE 2: KEYWORDS & KEYWORD RESEARCH

Lesson 2.2: Keyword Research
Lesson 2.3.1: Keyword Selection Part 1
Lesson 2.3.2: Keyword Selection Part 2
Lesson 2.3.3: Keyword Selection Part 3
Lesson 2.4.1: Keyword Mapping Part 1
Lesson 2.4.2: Keyword Mapping Part 2
Lesson 2.4.3: Keyword Mapping Part 3
Lesson 2.5: Keywords - Wrap up
Lesson 2.6: Keywords - Activity

MODULE 3: TECHNICAL SEO

Lesson 3.2: Fundamentals of Technical SEO Part 1
Lesson 3.2: Fundamentals of Technical SEO Part 2
Lesson 3.3.1: Foundations of "On-page" SEO Part 1

Lesson 3.3.2: Foundations of "On-page" SEO Part 2
Lesson 3.3.3: Foundations of "On-page" SEO Part 3
Lesson 3.4.1 - Site Structure, Navigation & Internal Linking Part 1
Lesson 3.4.2 - Site Structure, Navigation & Internal Linking Part 2
Lesson 3.5 - Technical SEO - Wrap up
Lesson 3.6 - Technical SEO - Activity

MODULE 4: SEO CONTENT OPTIMISATION

Lesson 4.2 - Keyword Optimisation
Lesson 4.3 - Understanding Intent
Lesson 4.4 - What Makes Great SEO Content
Lesson 4.5 - SEO Content Wrap Up
Lesson 4.6 - SEO Content - Activity

MODULE 5: OFF-PAGE SEO

Lesson 5.2 - What is Off-Page SEO
Lesson 5.3.1 - Content-based Link Building/Baiting Strategies Part 1
Lesson 5.3.2 - Content-based Link Building/Baiting Strategies Part 2
Lesson 5.3.3 - Content-based Link Building/Baiting Strategies Part 3

PROGRAM AGENDA

YOUR CHARTER DESIGNATION

Chartered Institute of Professional Certification's programs are unique as they provide you with a professional charter designation and mark that can be used throughout your lifetime once you have completed our programs.

After completing the program and passing the exam, you will be awarded the **Certified SEO & SEM Marketing Manager (CSEO™) designation** that can be used in your resume, CV, and other professional credentials. This designation is a global trademark and industry-recognized with lifelong validity.

Globally demanded and recognized, this designation will help you distinguish your SEO & SEM skillsets and demonstrate that you have attained expertise in **optimizing your websites for higher search ranking and increased organic leads**.

ABOUT US

49,525 Business Leaders Have Attained Their Chartered Certifications Since 2009

390 Certified and Fully Accredited Programs

87% Chartered Leaders Have Reported Career Promotions and Enhancements

Chartered Institute of Professional Certifications

All of Chartered Institute of Professional Certifications programs are fully accredited programs. The professional charter and designations are trademarked credentials that can only be used by professionals who have completed and passed our accredited program. It is also independently accredited by CPD as adhering to the highest standards of continuing professional principles.

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OUR FACULTY DIRECTORS

We Collaborate With Instructors From Renowned Institutions

HARVARD UNIVERSITY

Wharton UNIVERSITY of PENNSYLVANIA

Stanford University

UNIVERSITY OF MICHIGAN

LSE THE LONDON SCHOOL OF ECONOMICS AND POLITICAL SCIENCE

Columbia Business School

London Business School

CONTACT US TODAY

We Thank You for Your Ongoing Support of Our Programs

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