



Chartered Institute of  
Professional Certifications  
1006 N Rexford Street  
Beverly Hills, CA 90210

Date

Dear {Manager},

I would like to enroll the Certified SEO & SEM Marketing Manager (CSEO™) program to further enhance my SEO and SEM skills and I would like to gain your approval to attend this program. By attending this accredited program, I will learn how to apply key Search Engine Optimization strategies and innovative marketing techniques to help our organization with greater revenue opportunities and increased sales.

Led by Christopher Green, an award-winning technical SEO strategist and author of several SEO books and articles, this program will help me to master the necessary skills, knowledge, and competency to drive our organization's website ranking and visibility that could generate useful business leads. The program will cover proven best practices and case studies in identifying traffic trends on search engine and to build strategic content to enhance our brand marketing campaign and gain better ROI. Some of the key skills this program will bring include:

- Technical SEO
- Keyword Optimization
- Competitive Analysis
- Website Auditing
- Link Building Strategies
- Google Analytics
- Content Optimization

I believe these skillsets will prove invaluable to me and you can be assured that after attending this online program, I will be able to contribute further to our organization's digital marketing strategy and vision particularly in leveraging advanced SEO & SEM techniques. In addition, this program will allow me to earn the Certified SEO & SEM Marketing Manager (CSEO™) designation which I believe will significantly add high value to our organization and team's credibility.

I look forward to gaining your approval to attend this online program.

Sincerely,  
Your Name