



5 门独立课程

Introduction to Google SEO

Google SEO Fundamentals

Optimizing a Website for Google Search

Advanced Content and Social Tactics to Optimize SEO

Google SEO Capstone Project



Mar 19, 2025

奕帆 周

已经完成了网络非学分专项课程

Search Engine Optimization (SEO)

Designed and taught by industry-leading professionals, the SEO Specialization provides you with modern real-world experiences, knowledge and skills needed to optimize websites for search engines. You'll learn the key theories on how search engine optimization works and then practice and apply essential, hands-on SEO skills, such as:

- On-page and off-page optimization
- Optimizing search for local and international audiences
- Aligning SEO with overall business strategies
- Performing intelligent keyword search
- Conducting a full website audit
- Developing great content
- Making recommendations to improve optimization

The Specialization culminates in an integrative Capstone Project in which you will conduct and lead a comprehensive SEO consulting project.

The online specialization named in this certificate may draw on material from courses taught on-campus, but the included courses are not equivalent to on-campus courses. Participation in this online specialization does not constitute enrollment at this university. This certificate does not confer a University grade, course credit or degree, and it does not verify the identity of the learner.

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