

CHARTERED 
INSTITUTE OF PROFESSIONAL CERTIFICATIONS

CERTIFIED SEO & SEM MARKETING MANAGER™

CSEO

**Fully Accredited
By:**

Chartered Institute of
Professional Certifications

CPD
Certification Service



PROGRAM OVERVIEW



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.

ACCREDITATIONS



4.8



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

YOUR FACULTY DIRECTOR



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



Lesson 5.4 - Where to Start Link Building
Lesson 5.5 - Off-Page SEO Wrap up
Lesson 5.6 - Off-Page SEO - Activity

MODULE 6 - CRAWLING & AUDITING

Lesson 6.2.1 - Crawling a Website Part 1
Lesson 6.2.2 - Crawling a Website Part 2
Lesson 6.2.3 - Crawling a Website Part 3
Lesson 6.3 - Prioritizing Fixes Against Effort & Impact
Lesson 6.4 - Making Recommendations That Get Implemented
Lesson 6.5 - Crawling & Auditing Wrap Up
Lesson 6.6 - Crawling & Auditing - Activity

MODULE 7 - TRACKING & ANALYTICS

Lesson 7.2.1 - Web Analytics/Tracking Part 1
Lesson 7.2.2 - Web Analytics/Tracking Part 2
Lesson 7.3.1 - SEO Reporting Metrics Part 1
Lesson 7.3.2 - SEO Reporting Metrics Part 2
Lesson 7.3.3 - SEO Reporting Metrics Part 3
Lesson 7.3.4 - SEO Reporting Metrics Part 4
Lesson 7.4 - Google Analytics 4 (GA4)
Lesson 7.5 - Tracking & Analytics - Wrap Up
Lesson 7.6 - Tracking & Analytics - Activity

MODULE 8 - ADVANCED SEO

Lesson 8.2.1 - Logfile Analysis & Crawl Budget Part 1
Lesson 8.2.2 - Logfile Analysis & Crawl Budget Part 2
Lesson 8.3 - JavaScript SEO
Lesson 8.4 - Page Speed
Lesson 8.5 - Advanced SEO - Wrap Up
Lesson 8.6 - Advanced SEO - Activity

MODULE 9 - STRATEGY OF SEO

Lesson 9.2.1 - Competitor Analysis Part 1
Lesson 9.2.2 - Competitor Analysis Part 2
Lesson 9.3.1 - Forecasting Part 1
Lesson 9.3.2 - Forecasting Part 2
Lesson 9.4 - Building a SEO Strategy
Lesson 9.5 - Strategy of SEO - Wrap Up
Lesson 9.6 - Strategy of SEO - Activity

MODULE 10 - KEY LESSONS

Lesson 10.2 - Case Studies

EXAMINATION

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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OF ECONOMICS AND
POLITICAL SCIENCE



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Business
School**

**London
Business
School**



CONTACT US TODAY

We Thank You for Your Ongoing Support
of Our Programs

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