



## Competent Internet Marketer

This is to certify that

**Emiliano J. Acuna**

has completed the Basic Training Course

in "**Search Engine Marketing**"

with the grade

**84 out of 90**

Certificate number: CIM-46745723; Issued on: November 13, 2008; Valid through: November 13, 2009.

Web CEO confirms that the holder of the certificate is competent to provide Search Engine Marketing, Web Analytics, Email Marketing, and Affiliate Marketing Services, including:

- Internet niche research and keyword selection;
- On-page and off-page site optimization;
- Rank monitoring and ranking trends analysis;
- Link popularity and link profile analysis;
- Site quality assessment and site quality management;
- Web Analytics, traffic analysis, and conversion analysis;
- Running and analyzing e-mail marketing campaigns;
- Setting up affiliate programs and recruiting affiliates.

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