



Competent Internet Marketer

This is to certify that

emodx@yahoo.com

has completed the Basic Training Course

in "**Internet Marketing**"

with the grade

84 out of 90

Certificate number: CIM-46874625; Issued on: March 30, 2010; Valid through: March 30, 2011.

Web CEO confirms that the holder of the certificate is competent to provide Search Engine Marketing, Social Media 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;
- Applying effective social media tactics;
- Social media optimization;
- Advertizing in social media;
- Tracking your performance in social media;
- 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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