

# Educational Program

[eSEOen]

## Educational Institution

Ettevõtluskeskus OÜ

## Title of the Study Program

**En: Search Engine Optimization (SEO)**

**Et: Kodulehe ja otsingumootori optimeerimine (SEO)**

## Language of Instruction

English

## Study Group

**En: Industry and Management - Marketing and advertising**

**Et: Äri ja haldus - Turundus ja reklaam**

## Purpose and Learning Outcomes

**Purpose:** To empower individuals with a deep understanding of search engine optimization, enhancing their digital skill set and positioning them as sought-after professionals in the digital job market. Through hands-on experience and expert insights, this course aims to provide clarity for those exploring new job horizons or seeking to elevate their career trajectory in the digital ecosystem.

## Learning Outcomes

1. Complete a competitive analysis on a webpage.
2. Develop a solid approach for achieving a productive and successful relationship with your client.
3. Create influencer relationships and collaborations and analyze data to see which content gets the most share.

4. Create a final report of your findings and recommendations for SEO and present your recommendations to your client.

## Target Group and Enrollment Conditions

Target Group: Individuals seeking to enhance their digital marketing skills, particularly in the realm of SEO. This includes current marketing professionals, students in the fields of marketing or IT, and those looking to pivot into a new career in digital technologies.

Enrollment Conditions:

- Basic understanding of digital platforms and online marketing.
- Access to a computer and stable internet connection.
- A willingness to engage in both theoretical and hands-on projects related to SEO.
- No prior advanced SEO experience required.

## Total Training Volume (expected training time), its structure, learning environment

Total training volume: 119 hours (159 academic hours) of independent work (including work on homework).

The training is designed for two months.

Teaching methods: The course consists of lectures, practical exercises, independent work, project work, and self-analysis.

List of educational materials: Material includes online lectures, videos, demo.

Learning environment: Training is conducted online on Coursera.

<https://www.coursera.org/specializations/seo>

## Instructors

**Eric Enge, co-author of 'The Art of SEO,' is affiliated with the University of California, Davis.** Eric Enge is the CEO of Stone Temple Consulting and author of "The Art of SEO". He is a speaker at dozens of conferences per year and contributes regularly to Forbes, Search Engine Land, Marketing Land, Search Engine Watch, Copyblogger and Social Media Today. He is the host of two live video broadcasts every week, The Digital Marketing Excellence Show and The Digital Marketing Answers Show. Eric is on our advisory board for our internal SEO

program. 2016 US Search Personality of the Year 2016 Landys Search Marketer of the Year  
2016 US Search Awards Best Large SEO Agency.

**Rebekah May, Head of Organic Acquisition at Fishbrain, studied at the University of California, Davis.** Rebekah May is a long-time SEO professional who has worked with high-growth startups as well as well-respected Fortune 500 brands. She has spoken at various marketing conferences, and volunteers her time to speak with student organizations and entrepreneurial clubs on the subject of marketing and SEO. She currently lives in Sweden helping international brands build strategies that attract and engage consumers in the U.S. market and abroad. In her spare time she enjoys gaming, and educating and mentoring those who want to grow their career in SEO or the digital marketing space through her blog and newsletter at Rebekahm.com. She is available for any consulting inquiries and can be easily reached via her LinkedIn profile.

## Diplomas, Certificates, Certifications

After successfully completing all tasks and finishing the course within two months, a learner will receive a certificate.

Completing 70% of the course allows obtaining a diploma (tunnistus) from Ettevõtluskeskus OÜ. If less than 70% of the course is completed, a certificate (tõend) from Ettevõtluskeskus OÜ is issued for the completed course lessons.

## Information about the Course Organizer

The course is organized by Ettevõtluskeskus OÜ, known for its high-quality training and highly rated trainers. All trainers are experts in their field and have deep knowledge and practical experience.

Contact Information for Ettevõtluskeskus OÜ:

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In case of additional questions, please contact us at [info@ettevotluskeskus.ee](mailto:info@ettevotluskeskus.ee) or call +372.6520001.