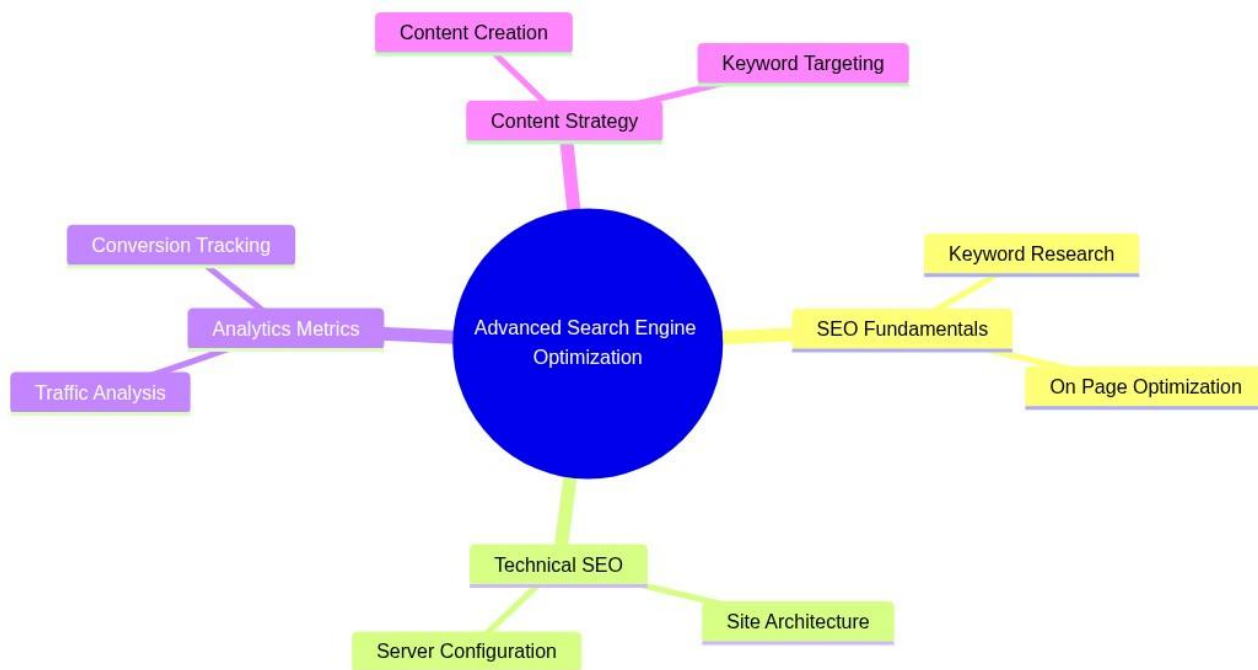


Graduate Certificate in Digital Marketing (Advanced)

Advanced Search Engine Optimization



mindmap

```

root((Advanced Search Engine Optimization))
  SEO Fundamentals
    Keyword Research
    On Page Optimization
  Technical SEO
    Site Architecture
    Server Configuration
  Analytics Metrics
    Traffic Analysis
    Conversion Tracking
  Content Strategy
    Content Creation
    Keyword Targeting
  
```