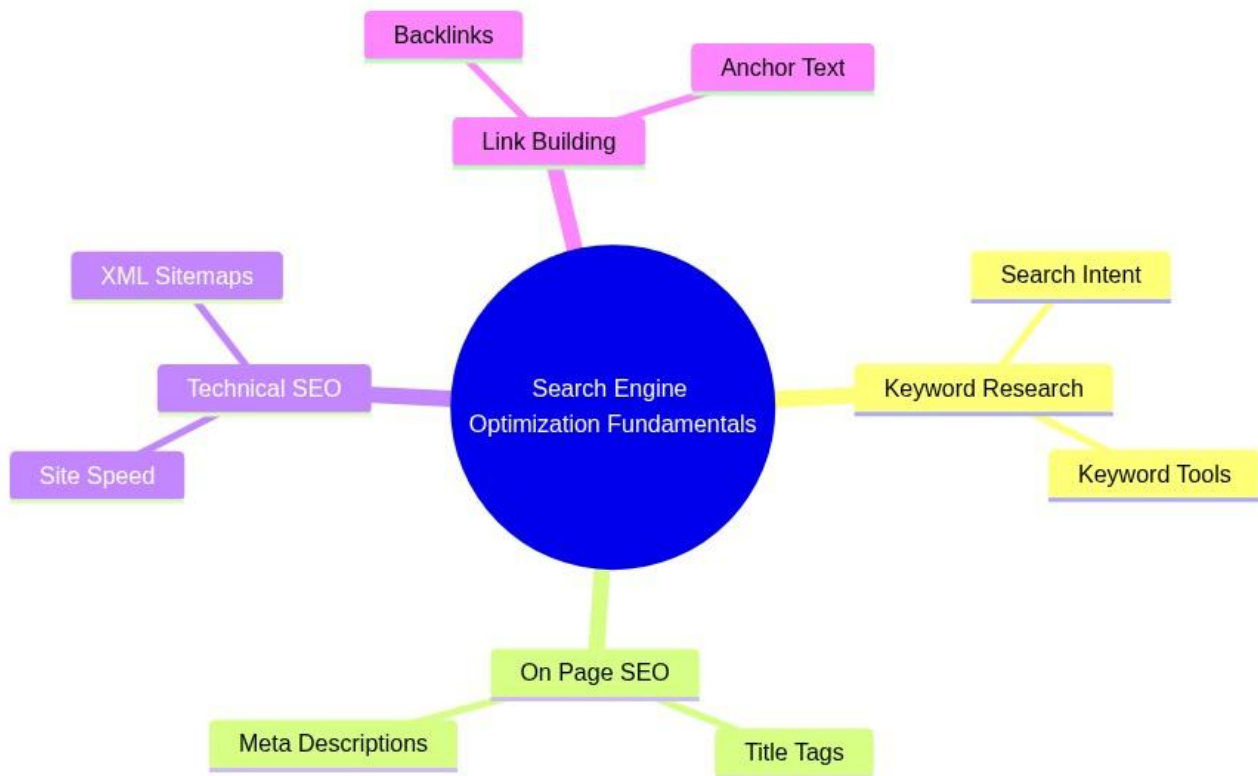


Certificate in Search Engine Marketing

Search Engine Optimization Fundamentals



```
mindmap
  root((Search Engine Optimization Fundamentals))
    Keyword Research
      Search Intent
      Keyword Tools
    On Page SEO
      Title Tags
      Meta Descriptions
    Technical SEO
      Site Speed
      XML Sitemaps
    Link Building
      Backlinks
      Anchor Text
```