STUKENT

Certificate of Completion

This Certificate is presented to

Alejandra Gonzalez



SEO Simternship™

Completed on: **April 29, 2024**

This certificate signifies experience:

- Reporting on a visual sitemap
- Performing keyword research and updating meta content
- Measuring and improving upon page traffic
- Analyzing and selecting an off-site SEO strategy
- Assessing the cost-benefit of implementing various link-building activities
- Refining email pitch building
- Completing an SEO competitor audit
- Optimizing landing pages and apply on-site SEO best practices
- Enhancing keyword SERP position
- Evaluating organic traffic data, linking domains, and domain authority
- Practicing building backlinks to increase site authority and organic traffic