







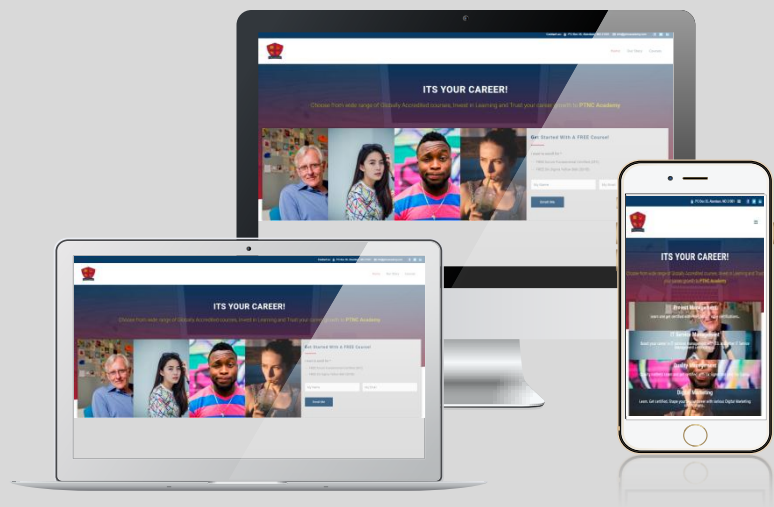
Boost Your Career With

Certified Search Marketing Professional (SCSM-P)



Course designed to help you learn, transform performance and always stay in the forefront of trends in a continually evolving business world!

-  High quality Content
-  Study Guides
-  Learning Videos
-  Practice Tests
-  Learning Support
-  Learn on any device





Overview

Search Marketing is the overall method of driving traffic to a company's website through the use of search engines, including both organic search engine optimization and paid search strategies. SMstudy® certified Search Marketing Professionals effectively manage the company's rankings in paid and organic listings on search engine result pages, achieve the marketing objectives and monitor the key metrics. Successful candidates will be awarded the SMstudy®

Certified Search Marketing Professional certification by SMstudy® after passing the exam.

Learning Aid

- Videos
- Study Guides
- Chapter Tests
- Important terms and concepts
- SMstudy Mobile App



Certification

Applicants will be awarded the Certified Search Marketing Professionals (SCSM-P) certificate by SMstudy upon successfully passing the certification exam, which is a 1.5 hour online multiple choice exam. Exams are administered by SMstudy and Need to schedule the exam in advance using the membership account or taken at a time convenient to you. The cost of exam is included in the course fee (2 free re-takes included)



Who should attend?

- Anyone who is interested in deep understanding of Search Marketing, like Sales and (online) Marketing Professionals and Specialists, but also entrepreneurs.
- This certification is appropriate for anyone interested in becoming an Search Marketing Professional.



Prerequisite

There is no formal prerequisite for this certification. However, it is recommended that you undertake the SMstudy® Certified Digital Marketing Professional Certification and study. It is advisable to study all processes from Chapter 7 in the SMstudy® Guide – Digital Marketing book before applying for the SMstudy® Certified Search Marketing Professional exam.

About PTNC Academy

PTNC Academy, designed to deliver globally accredited certification courses to help people transform performance and always stay in the forefront of trends in a continually evolving business world! To do so, we are partnered with leading content providers and making courses available in all formats to suit the learning need of every student.

MAKE SMATER AND BETTER INVESTMENT ”

People Development

COURSES PORTFOLIO

PROJECT MANAGEMENT

- PMP
- Scrum Developer Certified (SDC)
- Scrum Master Certified (SMC)
- Scrum Product Owner Certified (SPOC)
- Agile Master Certified (SAMC)

DIGITAL MARKETING

- Affiliate Marketing Professional
- Email Marketing Professional
- Search Engine Optimization Professional
- Social Media Marketing Professional
- Certified Search Marketing Professional

QUALITY MANAGEMENT

- Six Sigma Green Belt (SSGB)
- Six Sigma Black Belt (SSBB)
- Lean Six Sigma Green Belt (LSSGB)
- Lean Six Sigma Black Belt (LSSBB)

IT SERVICE MANAGEMENT

- ITIL Foundation
- ITIL Intermediate – SO
- ITIL Intermediate - CSO
- COBIT v5



Trust your educational growth to
PTNC Academy

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