CERTIFICATE
of Excellence

Issued
18 Oct 2024

Alif Putra Raihandito

Has been awarded a certificate of excellence for the

FULL STACK DIGITAL MARKETING

A 28-week certified online course and project offered by RevoU



Matteo Sutto
CEO and Co-Founder
PT Revolusi Cita Edukasi

RevoU.co

Verify at https://certificates.revou.co/alif-putra-raihandito-certificate-excellence-dmseo24.pdf
Revou has confirmed the identity of this individual and their participation in the program

FULL STACK DIGITAL MARKETING

Scorecard

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Name: Alif Putra Raihandito Batch: 14 **Specialization: Search Engine Optimization**

Skillset	Score	Notes
Media Planning & Basic Paid Ads Campaign Planning	**Excellent**	Able to adequately execute intermediate of defining target audience, defining digital marketing channels, budget allocation, defining key metrics, result estimation and forecasting, Meta and Google Search Ads campaign planning, defining Meta and Google Search Ads creative & copy strategy
SEO Fundamentals, SEO Strategy, Measurement Plan, Website Setup	**Excellent**	Able to adequately execute the existing SEO website's target audience, competitor analysis, keyword research, content plan, goals alignment, task prioritization, stakeholders management plan, KPI measurement plan, and website setup
Website Audit, SEO Strategy, Insight Generation	**Excellent**	Able to adequately execute the auditing existing website, technical SEO optimization for existing website, SERP analysis & ideation, SEO trend jacking, and off-page improvement strategy
Keyword Research, Content Planning & Production	**Excellent**	Able to adequately execute keyword research, content planning, and production for the website
Content & Website Maintenance	**Excellent**	Able to adequately execute website technical and content maintenance
Analysis, Measurement, & Optimization	**Sufficient**	Able to execute basic of website technical & content analysis with its optimization
SEO Reporting	**Excellent**	Able to adequately execute the SEO reporting for existing website

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