CERTIFICATE
of Excellence

Issued
16 Feb 2024

Leonora

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/leonora-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: Leonora Batch: 12 **Specialization: Search Engine Optimization**

Skillset	Score	Notes
Media Planning & Basic Paid Ads Campaign Planning	**Excellent**	Able to adequately execute the 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	**Excellent**	Able to adequately execute the existing SEO website's target audience, competitor analysis, and keyword research, content plan, goals alignment, task prioritization, stakeholders management plan, and KPI measurement plan
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
Website Setup, Keyword Research & Content Planning	**Excellent**	Able to adequately execute the new website setup, keyword research for new website, and content planning for new website
Content Production, Website, and Content Maintenance	**Excellent**	Able to adequately execute the content production for new website, new website technical maintenance and new website content maintenance
Optimization, Measurement and Analysis	**Excellent**	Able to adequately execute the new website's content analysis & optimization, technical analysis & optimization
SEO Reporting	**Excellent**	Able to adequately execute the SEO reporting for new website