

# OMCP® Search Marketing Professional (voucher included)



Professional and Continuing Education

In this program, you'll learn the scope of digital marketing and dive deep into Search Engine Optimization (SEO) techniques. Upon completion of your program, you'll receive an exam voucher to take the Online Marketing Certified Professional (OMCP®) exam. You will master everything you need to complete an SEO project from start to finish. Combined with mastering the secret to generating content that consumers are looking for, you will have all the tools to leverage search engines in your favor. Once users begin visiting your site, you will know how to keep them engaged and how to compel them to convert. You will gain a comprehensive overview that includes real examples of what works, what doesn't, and how to test your ideas.

## Who Should Attend

Those interested in gaining the skills needed to enter the field of Search Marketing or those already working in the field. This program provides the formal education you may need in order to further your career.

## Skill Sets

- Understand the landscape of digital marketing
- Develop a conversion optimization framework
- Conduct an effective keyword research campaign
- Optimize for local search opportunities
- Write content that attracts attention



## Requirements

Must have access to a computer, Internet and an active e-mail account. Adobe Flash Player, Adobe Acrobat Reader and Windows Media Player are also required for this program.

## Certificate Completion

Upon successful completion of the program, you will earn a certificate of completion.

## Training Time

180 hours, 9 months

## Delivery Format

- The entire program is offered online
- Instructor-facilitated online program
- Start anytime during the quarter
- Train from the convenience of your home and on your schedule

**For more information, contact the PACE Program staff at (909) 537-5976, or email [pace@csusb.edu](mailto:pace@csusb.edu).**

College of Extended Learning  
California State University, San Bernardino  
5500 University Parkway | San Bernardino, CA 92407  
Telephone (909) 537-5975  
E-mail [pace@csusb.edu](mailto:pace@csusb.edu)  
Website [pace.csusb.edu](http://pace.csusb.edu)

