

According to [Adobe](#), 76 percent of US marketers believe that marketing has changed more in the past 2 years than it had in the previous 50. Professionals within the industry must be self-motivated to continue learning to remain competitive within the field. They must continually look for opportunities to improve their skills and master the latest advancements to keep their brands moving forward.



This year's graduating university class began school in 2011. Those in digital marketing may mark that year as the founding of the social media network: Google+. This four-year-old social network has implications for SEO, particularly local SEO, and how digital marketers strategize their websites. It is clear how quickly classes about digital marketing can become outdated.

The importance of continuing education also becomes more obvious when considering the talent gaps that have been increasingly cited by companies. According to a survey taken by the [Online Marketing Institute](#) in 2013, one of the biggest talent gaps cited was in analytics. Although 76 percent of companies believed that analytics was an important skill to have, only 39 percent believed that their talent was stronger than the competition. Significant talent gaps also existed in:

- mobile marketing
- content marketing
- social media
- email
- marketing automation
- seo
- digital advertising

These gaps provide key insights into the jobs that companies will be looking to fill and where marketing professionals need to focus their efforts to remain competitive. Fortunately, there are a number of different programs self-education options available, regardless of budget, that can help digital marketing professional update their skills and prepare themselves for the next wave of Internet development.

Digital Marketing and Analytics Courses

Digital marketing has come to dominate much of modern advertising. Digital marketing is not confined to social media or using paid advertising. Rather it encompasses an entire system of understanding customer behavior and desires and getting the brand name in front of potential customers at the right time. As digital marketing becomes increasingly complex, so also does the analytics associated with the campaigns. Professionals within the industry must have a firm grasp on the variety of different ways to analyze a campaign and fine tune it for improved performance.

Courses in this subject area will work to provide a comprehensive look of the different tools for analytics as well as the different types of online marketing. Topics, such as inbound marketing, how to analyze data from different types of sites and how to optimize content will often be covered.

Market Motive Courses

Website: <http://www.marketmotive.com/internet-marketing-training-course-catalog/>

Topics covered:

- web analytics
- social media
- SEO
- mobile
- PPC
- display advertising
- content marketing
- conversion

Cost: \$299/month for the web analytics course

Time required: high time commitment

Other notes: there are individual as well as group team pricing plans available

NYU Certificate in Digital Marketing

Website: <http://www.scps.nyu.edu/academics/departments/marketing-and-pr/academic-offerings/noncredit/certificate-in-digital-media-marketing.html>

Topics covered:

- Digital strategies
- Digital analytics
- Search marketing
- Electives such as multichannel marketing or mobile marketing

Cost: \$825/course

Time required: at least 1 semester depending upon course load

Other notes: Certificate includes 3 courses plus 2 electives, but students can also just pick and choose occasional courses to take

EConsultancy

Website: <https://econsultancy.com/training/msc/>

Topics covered:

- Digital marketing
- Online copywriting
- Persuasive design

Cost: Varies depending upon program

Time required: Master's equivalent program takes 2 years, smaller courses also available

Other notes: EConsultancy offers a variety of different types of programs, including a master's equivalent degree, self-paced study modules, and intensive in-person training opportunities.

UCI Extension

Website: <http://unex.uci.edu/areas/it/seo/courses.aspx>

Topics covered:

- SEO
- Google Analytics
- Electives such as Google AdWords certifications, programming, web development

Cost: \$650-\$750 per course

Time required: high time commitment

Other notes: spring courses start between the end of March and the middle of April

Google Online Marketing Challenge

Website: <http://www.google.com/onlinechallenge/dmc/modules.html>

Topics covered:

- Introduction to digital marketing
- Search engine marketing
- Search advertising
- Display advertising
- Mobile
- Social
- Analytics
- Video

Cost: free

Time required: unknown

Other notes: Courses include introductory, intermediate, and advanced learnings and the focus is on digital marketing, not specifically SEO. Also note that the Google Online Marketing Challenge is only for students.

Google Analytics Academy

Website: <https://analyticsacademy.withgoogle.com/explorer>

Topics covered:

- Mobile app analytics
- Ecommerce analytics
- Google Analytics platform principles
- Digital analytics fundamentals

Cost: free

Time required: unknown

Other notes: Short quizzes and practice exercises are available.

AdWords Help

Website: https://support.google.com/adwords/topic/4580287?hl=en&ref_topic=3119106

Topics covered:

- Google Adwords

Cost: free

Time required: 1 hour per course

Other notes: offers 101, 201, and 301 level classes with 101 being very simple

Google Analytics IQ

Website: <https://support.google.com/analytics/answer/3424288>

Topics covered:

- Google Analytics

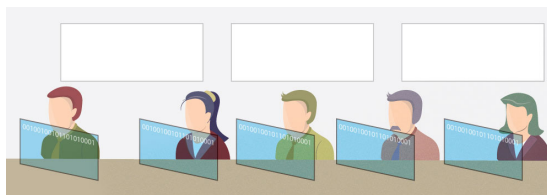
Cost: free

Time required: low to medium time commitment

Other notes: provides a free self-study for a Google Analytics certification

Development and Technical Site Management

Optimizing the user experience and how a website appears in search results is about more than fantastic content and keyword placement. It also requires an understanding of how the website itself works. These courses will provide lessons on designing optimal websites with information on topics such as AJAX, HTML, CSS, and website speed optimization. Different courses might cover different materials, but they are all important for a well optimized website.



UDACITY: Website Performance Optimization

Website: <https://www.udacity.com/course/ud884>
 Topics covered:

- Google Analytics

 Cost: free
 Time required: 6 hours
 Other notes: Will teach students about the Critical Rendering Path and how to convert HTML, CSS, and Javascript into living, breathing websites

UDACITY: Intro to AJAX

Website: <https://www.udacity.com/course/ud110>
 Topics covered:

- Making asynchronous requests with JavaScript
- Data APIs

 Cost: free
 Time required: 12 hours
 Other notes: Requires a basic understanding of JavaScript

Khan Academy

Website: <https://www.khanacademy.org/computing/computer-programming/html-css>
 Topics covered:

- HTML introduction
- CSS introduction
- HTML tags
- CSS text properties
- CSS layout
- CSS selectors

 Cost: free
 Time required: Unknown but each topic contains multiple sections
 Other notes: step-by-step course

EDX

Website: <https://www.edx.org/course/introduction-computer-science-harvardx-cs50x#.VRCOifnF9eM>
 Topics covered:

- computer science
- programming

 Cost: free
 Time required: 9 problem sets with 10-20 hours each and 1 final project
 Other notes: Offered by Harvard as an Intro to CS course designed for CS and non-CS majors

Udemy: Complete Web Developer Course

Website:	https://www.udemy.com/complete-web-developer-course/
Topics covered:	<ul style="list-style-type: none">• Web development from scratch• HTML• JS• CSS• PHP• MySQL• Bootstrap• Wordpress• APIs• Mobile Apps
Cost:	\$199 \$10 Now
Time required:	29 hours
Other notes:	Complete web developer course, participants build 14 websites

SQL

SQL, or structured query language, is a system for communicating with a database. This information can help companies understand and interpret behavior from their visitors and customers so that they can optimize their website and the site's responses.

Data has the potential to show marketers incredible insight into what their customers are doing and what they would like to see, but it is a process to learn how data can be analyzed and applied. Think about a child learning to run. They cannot immediately jump up and take off. Instead, they must first learn to crawl, then walk, and then run. In the same way, marketers must first learn how to use basic data analytics. They will then learn how to integrate those analytics and enable semi-automation to enhance their marketing messages. When learning to run, they will use site analysis and web-wide knowledge to enable machine learning to further optimize their websites and produce a one-to-one marketing experience. To progress along this path, professionals must make the effort to keep learning throughout their careers.

Udemy: SQL for Marketers

Website:	https://www.udemy.com/sql-for-marketers/
Topics covered:	<ul style="list-style-type: none">• How to write SQL queries to conduct data analysis
Cost:	\$147 \$10 Now
Time required:	2 hours
Other notes:	Very basic SQL course with a marketing focus

Udemy: Introduction to SQL Training

Website:	https://www.udemy.com/introduction-to-sql3/
Topics covered:	<ul style="list-style-type: none">• How to write SQL queries• How to build applications• How to generate reports• Subqueries• Joins• Unions• CASE• INSERT
Cost:	\$99
Time required:	4 hours
Other notes:	General introduction to SQL

General Content Strategy

Content strategy is no longer a luxury for companies, it is now essential to running any successful marketing campaign. Content revolves around producing quality writing that users find helpful and that guides them through the buyer's journey. To successfully use these strategies, marketers must have an intimate understanding of their customers and what these customers seek at every stage of the sales funnel.



The Internet has undergone a drastic revolution in just a few short years. When the trailblazers first began to notice that they could use the internet to connect with potential consumers, digital marketing largely comprised of paid channels and emails. These channels matured at the same time that consumer behavior started to shift into user generated content and networks, originally called peer-to-peer content. Around the same time the earliest social media channels began to attract the attention of professionals. The social networks grew beyond their initial college-student audience to become major influencers in the modern digital atmosphere. The goal of digital marketing shifted from traditional outbound advertising, simply transferred online, to developing dialogue and relationships with potential consumers.

As SEO grew in importance and share of traffic, technical tactics were used to gain advantage. In recent years, particularly with the Hummingbird, Penguin, and Panda updates from Google, the tide has shifted again. The focus is now on content. This content is expected to be high value and offer users the insight and information they seek. Companies are not only expected to develop relationships with their potential customers, but they must nurture this relationship by providing them with targeted, personal interaction and information. This has been a fundamental shift in the role of marketers with customers. No longer is control in the hands of the marketers and who they contact, it is now shared and also in the hands of customers.

Courses for this type of material will focus on how to produce quality content that users will appreciate.

[Northwestern University: Content Strategy for Professionals](#) via Coursera

Website: <https://www.coursera.org/course/contentstrategy>

Topics covered: • How to use content to engage audiences

Cost: Free, or can pay \$49 and get certificate

Time required: 6 weeks, current session going from March 30-May 9, 2015

Other notes: Is not specifically geared towards digital marketing or SEO, applicable for all industries

SEO and Social Media

Social media and SEO have become closely intertwined as search engines have focused increasingly on quality content to improve the user experience. Social media provides an excellent vehicle for driving traffic to the website's content and boosting engagement. Certain social platforms, such as Google+ are also believed to directly impact website ranking based on the popularity of the content on the platform.

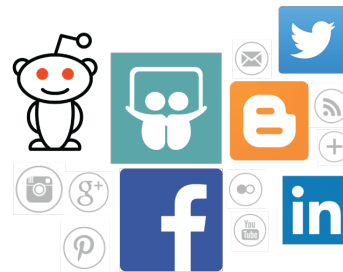
These types of courses can help professionals learn to leverage the close link between these two to improve visibility.

University of Salford

Website:	http://www.salford.ac.uk/business-school/business-management-courses/mooc-search-social-media-marketing-international-business
Topics covered:	<ul style="list-style-type: none"> • Personal branding online • Twitter/Facebook/LinkedIn/Google+ • YouTube • Search Engine Optimization • Use of social media for international business development • Copywriting online • Legal implications of social media • Monitoring and reporting • Blogging
Cost:	Free
Time required:	unknown, but consists of 12 videos and corresponding assignments
Other notes:	Focuses on social media marketing for international business

Social Media

Ever since Facebook shifted away from being a social platform dominated by college students, it started a revolution in how people relate to each other and to their favorite companies. An estimated [71 percent](#) of online U.S. adults use Facebook alone. Social media platforms give companies the tools they need to connect with this growing consumer base and begin to form the relationships that are so critical for the modern market. These classes will teach students how to use the different platforms appropriately to engage and convert followers.



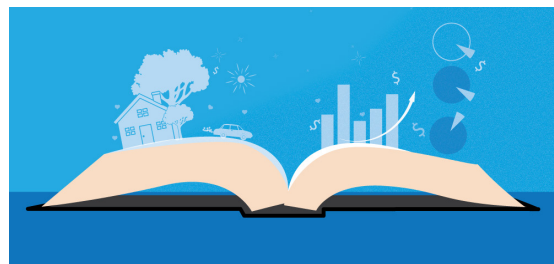
Alison Diploma in Social Media Marketing

Website:	http://alison.com/courses/Diploma-in-Internet-Marketing
Topics covered:	<ul style="list-style-type: none"> • Social media marketing and strategy
Cost:	Free
Time required:	15-20 hours
Other notes:	To qualify for the diploma, students must complete all the modules and score at least 80 percent on the course assessments

Digital Storytelling and Social Media

Digital storytelling is the art of telling one’s personal story online. It often encompasses creating an identity through social media, websites, and a variety of creative works to create a personal tale through engaging mediums. It might be likened to a form of personal branding and using the internet to connect with like-minded individuals.

Students in these courses will learn how to leverage different forms of social media to tell their story and strengthen their personal brand.



DS106

Website:	http://ds106.us/ University of Mary Washington
Topics covered:	<ul style="list-style-type: none"> • Digital storytelling and social media
Cost:	Free
Time required:	designed to be a 15 week course
Other notes:	may be most helpful for those with a domain/website idea in mind

Google Analytics

Google dominates modern search, holding more than [67 percent](#) of the U.S. search market. Their next closest competitor comes in at less than 20 percent. Companies who want to improve their performance in searches must understand how to use Google Analytics and interpret what the search engine giant is looking for. Given the large talent and skills gap for organization in analytics, many of the group training exercises can be excellent opportunities for companies to invest in their existing employees by improving their skills and thereby improving the performance of the business as a whole.

Students will come away from these classes and courses with a better understanding of how to use Google Analytics as well as related Google services such as Tag Manager and Google Adwords.

**E-Nor Google Analytics Training Course in San Francisco, CA**

Website:	https://www.e-nor.com/google-analytics-training-course/san-francisco
Topics covered:	<ul style="list-style-type: none"> • Google Analytics implementation and configuration • Actionable insights • Advanced strategies for conversion optimization
Cost:	\$449-\$99 per day
Time required:	May 6-8, 2015 in San Francisco
Other notes:	hands on course with group pricing available

LunaMetrics

Website:	http://www.lunametrics.com/training/san-francisco/
Topics covered:	<ul style="list-style-type: none"> • Google Analytics • Tag Manager • Adwords
Cost:	\$499 for each course level
Time required:	June 22-26 9am-5pm, 1 course offered each day in San Francisco
Other notes:	hands on course with group pricing available

BrightEdge Certifications

The BrightEdge platform has been built around helping customers succeed with digital marketing. This platform to encompass nearly anything marketers might need to successfully navigate the modern landscape, from helping to analyze websites and giving performance comparisons to competitors to helping companies leverage data to optimize their search positions. The company offers an intimate understanding of the digital ecosystem and how companies can leverage it to their advantage. This desire to help clients includes offering certifications to help professionals master the technology involved with BrightEdge functionality.



Companies often find these types of training courses to be an excellent way to onboard new employees into a company that uses the BrightEdge platform. [Onboarding](#) new employees should be a thorough process that completely integrates the new hire into the culture and thought process of the organization. This includes helping them understand how the company approaches technology and digital marketing, such as SEO. The BrightEdge certification program provides a thorough introduction to these topics and gives organizations a common ground for all their employees.

Level One

Website: <http://www.brightedge.com/training-and-certification>

Topics covered: The Level One certification is designed to introduce professionals to the BrightEdge platform and teach them how to use the basic features. It will focus on building core competencies in digital marketing. Students will cover topics such as:

- uncovering and understanding keywords and keyword groups
- understanding Share of Voice
- monitoring SEO performance
- dashboards and reports
- PLPs/Page Templates
- tasks and recommendations

By learning these skills, students will have a marketable skill that will benefit their professional organization and themselves. The certification can help open professional doors, connect marketers with like-minded professionals, and help ensure that they get the most out of the platform whenever they use it.

Level Two

Website: <http://www.brightedge.com/training-and-certification>

Topics covered: BrightEdge eagerly anticipates the release of the Level Two certification, which will be offered for the first time at the Share15 conference in San Francisco on September 20, 2015. This certification will help students build upon what they learned in the Level One certification. They will have lessons on the latest releases from BrightEdge, such as:

- the Data Cube
- StoryBuilder
- mobile monitoring and optimization
- page reporting

The new technology produced by BrightEdge offers businesses the opportunity to maximize the impact of their data and digital marketing efforts. With the certification, students will have the tools they need to master the complex integration of multiple sources of data, including mobile and computers, and using them to better understand their customers and deliver the content they seek. Certified professionals be able to perform essential tasks such as market research and competitive analysis at a level that easily surpasses the competition.

The digital marketing landscape continues to change rapidly and the technology and marketing capabilities change just as quickly. Those who want to maximize their skills and use modern marketing to bring their company to the top of their industry require continuing education to stay abreast of these developments. Marketing professionals should carefully examine the educational options available and find options that fit their career goals best.

About BrightEdge

BrightEdge is the essential content marketing platform for modern businesses. It transforms online content into tangible business results such as engagement, traffic, and revenue. BrightEdge's S3 platform is powered by a sophisticated big data analysis engine and is the only company capable of Web-wide, real-time measurement of content engagement across all digital channels, including search, social and mobile. BrightEdge has 1,000+ global customers and serves over 8500 brands include leaders like 3M, Microsoft, Netflix and Nike. The company is based in San Mateo, CA with offices in New York City, Chicago, Seattle, London, and Tokyo.



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