



Professional Internet Marketer

This is to certify that

Peter J Lynch

has completed the course

"Internet Marketing Professional"

with the grade

100 out of 100

Certificate Issued on the 28th of August 2008

Web CEO confirms that the holder of the certificate is competent to provide expertise, consulting, and services in the following fields of Internet Marketing:

- * Search Engine Marketing
- * Web Analytics
- * Bid Management
- * Email Marketing
- * Affiliate Marketing

the "Internet Marketing Professional" course covers the following skills:

- Internet niche research, advanced keyword competitiveness analysis and keyword strategy;
- On-page and off-page search engine optimization for enhanced Web visibility;
- Advanced and site-specific optimization techniques;
- Website structural optimization;
- Rank monitoring and ranking trends analysis;
- Setting up link partnerships, improving link popularity and external site theme;
- Site quality assessment and site quality management;
- Web Analytics, visitors' behavior analysis;
- Website conversion and ROI analysis and improvement;
- Advanced PPC strategies;
- Advanced Bid management;
- Setting up, running and analyzing e-mail marketing campaigns;
- Setting up affiliate programs and optimizing their performance.