

Learner Details



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Total Study Time:

46:33:44

Certified Courses



Score
100%

Google Webmaster

Google Webmaster is a free Web application provided by Google for Website developers. For anyone who has created a Website it is very important that all the pages on the Website are indexed on Google for search engine optimization. This free online course explains in a step by step manner how to index Web pages on a Website using Google Webmaster.



Score
100%

Google AdSense

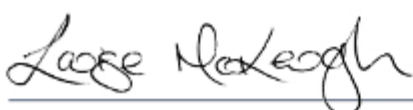
What is Google AdSense? Google AdSense allows publishers of websites to serve automatic text, image, video and rich media adverts that are targeted to site content and audience.



Score
83%

Google Analytics

Data is knowledge, and knowledge is power. When it comes to finding excellent data that can improve website performance, Google Analytics is one of the best tools available. If you can use it, you can see where your visitors are coming from, what content is popular, and how well your website is performing. These are in-demand skills. But most people only the know the basics of Google Analytics.



Certification Officer





Score
83%

Google Applications for Business

Google enterprise products make businesses and their users more productive by combining the ease of use of Google's consumer products with the features, security and support that a company or organization requires. This course will outline four features of Google's enterprise products that are aimed at reducing costs and improving employee efficiency and productivity; Google Analytics, Google AdSense, Google Apps and Google Docs. Google Analytics gives you access to an abundance of data.



Score
80%

Developing Business Ideas The Google Way

Marissa Mayer has led product management efforts at Google as Google's Vice President of Search Products & User Experience products. Her responsibilities cover such products as Google Search, Gmail, Google Chrome and Google Labs. She believes that ideas for new products can come from every employee and department within an organisation, and also from end users of the product or service.



Score
93%

Building an Online Business

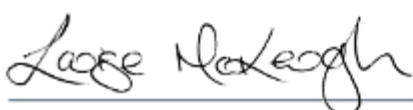
Building an effective online presence is critical for growing your business as it gives your company access to thousands or millions of local, national or international customers who are searching, interacting, sharing and shopping online. In this course you will learn why you must get your business up and running on the Web using e-commerce sites, review sites and social networks.



Score
83%

Fundamentals of Marketing Your Business Online

In the current difficult economic times businesses need to take advantage of every opportunity to maximise their marketing presence to as many potential customers as is possible. The most efficient way of doing this is to implement a highly effective online marketing strategy. However, many businesses, especially small businesses, struggle to implement any kind of online marketing as they do not have the expertise.



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Score
80%

Understanding Data Analysis and Reports in Google Analytics

This follow-on course takes you deeper into the workings of Google Analytics and provides comprehensive training for marketers and data analysts seeking to understand the core principles of digital analytics and how to improve web site performance through better data measurement. Google Analytics is a service offered by Google that generates detailed statistics about a web site's traffic and sources and it also measures conversions and sales.

Loise MacKeogh

Certification Officer



Enrolled Courses



Progress
100%

Microsoft Digital Literacy - Computer Security and Privacy

It's easy to use a computer safely and responsibly if you know how. The fourth module of the course Microsoft Digital Literacy will help you gain confidence in computing by explaining the risks and threats to computer security and privacy so that you can understand and prevent them.



Progress
0%

Diploma in Web Design

The ability to build a website is an incredible and valued skill. Almost every business in the world needs a website, which means almost every employer can use a web designer. If you want to start your own business and don't yet have the capital to employ a web designer, you might need to learn how to build a website yourself. No matter what your reasons for wanting to learn this skill, this free course is designed to get you started on your journey towards becoming a quality web designer.



Progress
2%

Diploma in Business Management & Entrepreneurship

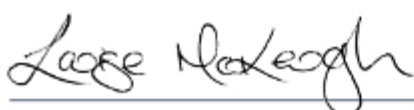
Alison's Diploma in Business Management and Entrepreneurship course gives you the opportunity to gain extensive knowledge and understanding of the principles and practices behind key business management subjects. Subjects include corporate management, operations management, accounting, human resources, financial accounting, and project management, as well as providing insight on key entrepreneurial skills from Bill Liao, co-founder of the social networking site XING.com.



Progress
0%

Diploma in Project Management

This free online project management course with professional certification from Alison offers a comprehensive review of project management such as methodology, tool sets and documentation, and the project life cycle including analysis, planning, design and evaluation. The course also includes a project management case study. With project management in great demand internationally, the diploma in project management course will greatly enhance your career prospects.



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Progress

0%

Fundamentals of Network Security

Computer networks are central to modern digital communication technologies; however, network security is constantly under attack from both external and internal sources. This course examines the fundamentals of network security and covers topics such as active and passive attacks on networks, encryption, symmetric and asymmetric key systems, authentication using certification authorities, and access control using passwords and firewalls.

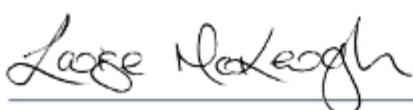


Progress

45%

Diploma in E-Business

E-business is all about online marketing. Spreading awareness and interest in your website is the essential key for making your e-business successful. Through effective online marketing, you can gain access to thousands or millions of local, national or international customers who are searching and shopping online. Having knowledge (or not having knowledge) of the best strategies for online marketing can therefore make the difference between a growing or a failing e-business.



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