

5 Courses

Introduction to Google SEO

Google SEO Fundamentals

Optimizing a Website for Google Search

Advanced Content and Social Tactics to Optimize SEO

Google SEO Capstone Project

UCDAVIS

Sep 20, 2026

Hamza Majeed

has successfully completed the online Specialization

Search Engine Optimization (SEO)

Designed and taught by industry-leading professionals, the SEO Specialization provides you with modern real-world experiences, knowledge and skills needed to optimize websites for search engines. You'll learn the key theories on how search engine optimization works and then practice and apply essential, hands-on SEO skills, such as: • On-page and off-page optimization • Optimizing search for local and international audiences • Aligning SEO with overall business strategies • Performing intelligent keyword search • Conducting a full website audit • Developing great content • Making recommendations to improve optimization The Specialization culminates in an integrative Capstone Project in which you will conduct and lead a comprehensive SEO consulting project.

Rebekah May, SEO Manager & Lead SEO Instructor
Dave Lloyd, Senior Manager, Global Search Marketing
Eric Enge, CEO, Stone Temple Consulting

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