



Bidang Teknologi,
Industri dan
Lingkungan Hidup



PKSdigital
school

Certificate

No. 722/PKS/DigiS/XII/2021

Salma Suci Auliya

has mastered

Digital Marketing

on October 10th - December 18th, 2021 provided by PKS Digital School.

Bandung, December 2021

PKSDigiSchool CEO



Mardani Ali Sera



Skill Report

Name : Salma Suci Auliya

Course : Digital Marketing

Technical Skills

Topic	Sub Topic
Basic Business	<ul style="list-style-type: none">• Market Research & Product Research• Selling Technique & Branding
Social Media	<ul style="list-style-type: none">• Organic Growth Strategy• Facebook Ads• Social Media Reporting & Social Media Analyse
Search Engine	<ul style="list-style-type: none">• On Page SEO, Off Page SEO• Google Ad• Data Studio• Web Growth Strategy
Strategy	<ul style="list-style-type: none">• List Building• Public Relation, Network & Events• Marketing Content
Basic WordPress	<ul style="list-style-type: none">• WordPress Instalation & Basic Setting,• Appearance Customizing & Page Builder Plugins
E-Commerce Website	<ul style="list-style-type: none">• E-commerce Plugins• Payment Gateway
Website Deployment	<ul style="list-style-type: none">• Deploy to shared hosting• Optimize SEO + Caching

