



OMCA® SEO Associate

Our Program

Digital marketers are in high demand in the job market, and the need for trained and experienced marketers is constantly expanding. Better yet, the field of digital marketing offers numerous opportunities for specialization so your workforce is sure to find an arena in which to shine.

In this course, students will learn how to recognize the nuances of helping a site rank and develop a conversion optimization framework to turn visitors into customers. By the time they complete this program, students will be fully prepared to begin a career as an SEO focused digital marketer.

Certifying Exam:

OMCA® Certification Exam

Professional Credential:

Online Marketing Certified Associate (OMCA®)



Labor Stats

Bureau of Labor Statistics reports a

41.2% Growth

in digital marketing careers for 2010-2020

Employment of market research analysts and marketing specialists, by area, May 2014

