829 Studios Marketing Resource List

**Fundamentals of SEO**
- [https://moz.com/beginners-guide-to-seo](https://moz.com/beginners-guide-to-seo) - a Beginners guide to SEO
- [https://moz.com/blog/local-seo-checklist](https://moz.com/blog/local-seo-checklist) - Local SEO checklist
- [https://moz.com/blog/follow-the-local-seo-leaders](https://moz.com/blog/follow-the-local-seo-leaders) - Continued education

**Major SEO Outlets**
- [https://moz.com/](https://moz.com/)
- [https://semrush.com](https://semrush.com)
- [https://searchengineland.com/](https://searchengineland.com/)

**What is attribution? Choosing the right model**
- [https://neilpatel.com/blog/marketing-attribution-for-business-growth/](https://neilpatel.com/blog/marketing-attribution-for-business-growth/)
- [https://www.portent.com/blog/analytics/how-to-choose-attribution-models.htm#long-lead-gen](https://www.portent.com/blog/analytics/how-to-choose-attribution-models.htm#long-lead-gen)
- [https://digiday.com/marketing/wtf-fractional-attribution/](https://digiday.com/marketing/wtf-fractional-attribution/)
- [https://willmarlow.com/nine-important-things-to-know-about-attribution-modeling/](https://willmarlow.com/nine-important-things-to-know-about-attribution-modeling/)
- [https://agencyanalytics.com/blog/marketing-attribution-models](https://agencyanalytics.com/blog/marketing-attribution-models)

**Data Mismatches Between Platforms**
- [https://analyticshelp.io/blog/data-mismatch-google-analytics-facebook-adwords-explained/](https://analyticshelp.io/blog/data-mismatch-google-analytics-facebook-adwords-explained/)
- [https://blog.adverity.com/facebook-attribution-vs-google](https://blog.adverity.com/facebook-attribution-vs-google)

**Thoughts on Facebook Models**
- [https://parcero.fi/one-king-direct-roi-google-facebook-critical-thoughts-facebooks-view-attribution-model](https://parcero.fi/one-king-direct-roi-google-facebook-critical-thoughts-facebooks-view-attribution-model)
Presentation Materials
Facebook Presentation Attached Below
https://cdn2.hubspot.net/hubfs/3391446/EmailMarketingDesign_05_JV.pdf
https://info.829llc.com/mapping-customer-journey

Website Graders
https://gtmetrix.com/ - Third-party website grader
https://developers.google.com/speed/pagespeed/insights/ - Google's tool

Certifications
https://landing.google.com/academyforads/#?modal_active=none Google Ads
https://analytics.google.com/analytics/academy/ - Google Analytics
https://www.lynda.com/Google-Analytics-training-tutorials/411-0.html - Third party
https://analytics.google.com/analytics/academy/course/5 - Tag Manager

Services
https://www.Olark.com - Live Chat
https://www.Drift.com - Live Chat
https://www.google.com/business - Business Listing
https://www.bingplaces.com/ - Business Listing
http://www.yesware.com/ - Email Tracking
https://uglyemail.com/ - Email Tracking Avoidance

Coursework
https://www.udemy.com/course/the-ultimate-google-adwords-training-course/ (20 hours)
https://academy.hubspot.com/certification-overview (all courses)
https://trailhead.salesforce.com/credentials/pardotspecialist
https://www.udemy.com/course/the-ultimate-google-adwords-training-course/ (25 hours)
https://www.udemy.com/course/facebook-ads-facebook-marketing-mastery-guide/ (10 hours)
https://www.udemy.com/course/ultimate-google-analytics-course-50-practical-tips/ (4.5 hours)
https://www.udemy.com/course/search-engine-optimization-for-beginners-seo-that-works/ (8 hours)
https://www.udemy.com/course/javascript-training/ (33 hours)
https://www.udemy.com/course/learn-html5-programming-from-scratch/ (17 hours)