

829 Studios Marketing Resource List

Fundamentals of SEO

<https://moz.com/beginners-guide-to-seo> - a Beginners guide to SEO

<https://moz.com/blog/local-seo-checklist> - Local SEO checklist

<https://moz.com/blog/follow-the-local-seo-leaders> - Continued education

Major SEO Outlets

<https://moz.com/>

<https://semrush.com>

<https://searchengineland.com/>

What is attribution? Choosing the right model

<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://digiday.com/marketing/wtf-fractional-attribution/>

<https://willmarlow.com/nine-important-things-to-know-about-attribution-modeling/>

<https://agencyanalytics.com/blog/marketing-attribution-models>

Data Mismatches Between Platforms

<https://analyticshelp.io/blog/data-mismatch-google-analytics-facebook-adwords-explained/>

<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>

Presentation Materials

Facebook Presentation Attached Below

https://cdn2.hubspot.net/hubfs/3391446/EmailMarketingDesign_05_JV.pdf

<https://info.8291lc.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)