



Inbound Marketing Certification Exam Study Guide

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Inbound Marketing

Outbound Marketing
Three Steps to “Getting Found”
Marketing Persona

I. Get Found

Create

Blog Article
Article Sharing
Goals of Blogging
Blog Commenting
Creative Commons
eBook

Optimize

SEO
Alt Text
Anchor Text
Page Title
Google Crawl
Organic Search
Inorganic Search
301 Redirect
Inbound Links
Traffic
Off-Page SEO
On-Page SEO
Hyperlinked Images
“Low Hanging Fruit” Keywords
Meta Keywords
Web Directories

Promote

Twitter for Business
Social Media and Blogging Integration
Facebook Business Page
RSS Feed
LinkedIn Groups
Building Community

II. Convert

Call to Action
Product Pages
Landing Page
Forms
Offers
Leads
Lead Qualifying
Organic Leads
PPC
Email Marketing

III. Analyze

Conversion Rates
Closed-Loop Reporting
Performance Tracking
Lead Scoring
Visitors
Marketing Measurements
Landing Page Effectiveness