

Certificate of Health IT Marketing/SEO Proficiency (CHMSP)

Approved for Continuing Education Credit



CHIME CHCIO Certification:

The College of Healthcare Information Management Executives (CHIME) recognizes this program for up to 4 continuing education units (CEUs) towards the Certified Healthcare CIO (CHCIO) Program. A certificate of participation is required for submission.

To submit the Non-CHIME Continuing Education Units to become CHCIO eligible or to maintain/renew your CHCIO or CHCIO-Eligible status, [CLICK HERE](#) to submit this event. For questions regarding eligibility for the CHCIO program please email certification@chimecentral.org or call [734.665.0000](tel:734.665.0000)

Objectives:

Upon successfully completing this course, students will be able to:

- * Explain SEO in a changing search environment
- * Understand the importance of keyword specificity
- * Demonstrate how search engines use links to measure quality
- * Discuss Strategies for building links organically
- * Describe how to build strong relationships with highly ranked sites
- * Understand the downside of buying links and other SEO shortcuts
- * Examine the growing importance of social media

Planning & Instructional Personnel Disclosures:

All planners and instructors have completed a Biographical Data and Conflict of Interest form and have no conflicts of interest to disclose.