

# DIGITAL MARKETING COMPETENCY CHART

Practitioner: \_\_\_\_\_ Date: \_\_\_\_\_

DOMAIN	SPECIFIC COMPETENCIES	PROFICIENCY (1-5)
		Novice to Expert
<b>Search Engine Optimization</b>	Technical Audit, Keyword Research, Backlink Strategy, On-page Optimization.	
<b>Paid Acquisition</b>	SEM (Google Ads), Social Ads (Meta/LinkedIn), Budget Scaling, Retargeting.	
<b>Content &amp; Creative</b>	Copywriting, Video Production, Brand Storytelling, CMS Management.	
<b>Data &amp; Analytics</b>	GA4 Setup, Attribution Modeling, SQL, Data Visualization (Looker).	
<b>Marketing Automation</b>	Email Sequencing, CRM Integration, Lead Scoring, Lifecycle Marketing.	
<b>Strategy &amp; Ops</b>	Market Research, Unit Economics, Project Management, AI Implementation.	

## GROWTH PLAN / NOTES