

Workshop “Marketing digital e ferramentas Google” - Lista de endereços

Certificação dos Princípios do marketing digital:

- [Certificação Google](https://learndigital.withgoogle.com/atelierdigitalportugal/course/digital-marketing)
- [Por que aprender marketing](https://www.youtube.com/watch?v=vqdnQqLgGRo&list=PLHz_AreHm4dmmqFmLT17KMjjoaEOY4LqRv)

<https://learndigital.withgoogle.com/atelierdigitalportugal/course/digital-marketing>
https://www.youtube.com/watch?v=vqdnQqLgGRo&list=PLHz_AreHm4dmmqFmLT17KMjjoaEOY4LqRv

Criação e otimização de websites:

- [Wix](https://pt.wix.com/)
- [Como começar com wix](https://support.wix.com/pt/primeiros-passos/como-come%C3%A7ar)
- [Teste a velocidade do seu site em telemóveis](https://testmysite.thinkwithgoogle.com/intl/pt-br)

<https://pt.wix.com/>
<https://support.wix.com/pt/primeiros-passos/como-come%C3%A7ar>
<https://testmysite.thinkwithgoogle.com/intl/pt-br>

Google Analytics:

- [Como criar uma conta](https://analytics.google.com/analytics/web/?hl=pt-PT#/report-home/a15393228w64846487p66604083)
- [Como começar com o Analytics](https://support.google.com/analytics/answer/1008015?hl=pt)
- [Como analisar os resultados do Analytics](https://www.youtube.com/watch?v=b44w-pZD1es)

<https://analytics.google.com/analytics/web/?hl=pt-PT#/report-home/a15393228w64846487p66604083>
<https://support.google.com/analytics/answer/1008015?hl=pt>
<https://www.youtube.com/watch?v=b44w-pZD1es>

Dicas SEO:

- [Vídeo introdutório](https://www.youtube.com/watch?v=BRd5cgX0K1k)
- [Conteúdo avançado](https://resultadosdigitais.com.br/seo/)

<https://www.youtube.com/watch?v=BRd5cgX0K1k>
<https://resultadosdigitais.com.br/seo/>

Facebook e LinkedIn:

- [Como criar anúncios no Facebook](https://www.youtube.com/watch?v=P0yxYFkZM0w)
- [Ferramentas para gerenciamento de paginas no Facebook](https://www.youtube.com/watch?v=86wtf67OAGs)
- [Como Impulsionar uma Página no Facebook](https://www.youtube.com/watch?v=OiAYCGwBqdY)
- [Como criar um perfil de empresa no LinkedIn](https://www.youtube.com/watch?v=ZUgnVDAGHnY)

<https://www.youtube.com/watch?v=P0yxYFkZM0w>
<https://www.youtube.com/watch?v=86wtf67OAGs>
<https://www.youtube.com/watch?v=OiAYCGwBqdY>
<https://www.youtube.com/watch?v=ZUgnVDAGHnY>

Google Ads:

- [Google Ads para Iniciantes](https://www.youtube.com/user/adwordsbrasil/playlists?sort=dd&view=50&shelf_id=6)
- [Como começar com Google Ads](https://support.google.com/google-ads/answer/6146252?hl=pt&ref_topic=3119071&visit_id=636797776944667439-52666261&rd=1)

https://www.youtube.com/user/adwordsbrasil/playlists?sort=dd&view=50&shelf_id=6
https://support.google.com/google-ads/answer/6146252?hl=pt&ref_topic=3119071&visit_id=636797776944667439-52666261&rd=1

Google Meu Negócio:

- [Conheça o Google Meu Negócio](https://www.youtube.com/watch?v=my9F5Qhq3-E)
- [Como começar com Google Meu Negócio](https://www.google.com/intl/pt-PT_pt/business/)

<https://www.youtube.com/watch?v=my9F5Qhq3-E>
https://www.google.com/intl/pt-PT_pt/business/

Google Drive:

- [Como usar o Google Drive](https://support.google.com/drive/answer/2424384?co=GENIE.Platform%3DDesktop&hl=pt-BR)
- [Como começar com o Google Drive](https://www.youtube.com/watch?v=M1UQOTH5sZE)
- [Criar, editar e formatar documentos](https://support.google.com/docs/topic/1361461)

<https://support.google.com/drive/answer/2424384?co=GENIE.Platform%3DDesktop&hl=pt-BR>
<https://www.youtube.com/watch?v=M1UQOTH5sZE>
<https://support.google.com/docs/topic/1361461>