

SEO + Analytics Certification Pack

A portfolio-aligned proof document for active SEO and analytics certifications, designed to match the dark technical identity used across the AlphaDogRSA portfolio.

CREDENTIAL POSITIONING

These certificates back up the same capability lanes shown in the portfolio: search visibility, analytics, reporting clarity, and technical digital performance.

Technical SEO

Analytics

Reporting

Performance UX

03

Active certificates

2028

Longest validity

SEO

Search capability

GA

Analytics capability



Tumelo Rathebe

Technical SEO + Digital Performance



Scan for portfolio

TUMELO RATHEBE

Technical SEO | Digital Performance | Web Development

PORTFOLIO

www.alphadogrsa.co.za

EMAIL

rathebetumelo@gmail.com

PHONE

+27 74 966 0973

CREDENTIAL INDEX

Certified proof, packaged for portfolio use

A clean summary page for attaching to applications, profiles, proposals, or portfolio documents where the reader needs fast proof without digging through separate files.



SEO Certified

HUBSPOT ACADEMY

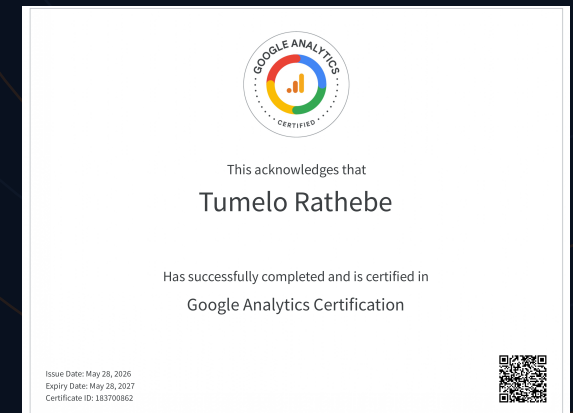
Valid from May 25, 2026 to Jun 24, 2027



HubSpot SEO II Certified

HUBSPOT ACADEMY

Valid from May 28, 2026 to Jun 26, 2028



Google Analytics Certification

GOOGLE ANALYTICS

Issued May 28, 2026. Expires May 28, 2027

CERTIFICATE 01

SEO Certified

The bearer is deemed knowledgeable about SEO and capable of optimizing a website to perform well in search engines.

SEO Fundamentals Website Optimisation Search Visibility On-page SEO



Credential Details

RECIPIENT

Tumelo Rathebe

ISSUER

HubSpot Academy

VALIDITY

May 25, 2026 - Jun 24, 2027

CERTIFICATION CODE

80aad8b0d3274db6b90e2116d420fdce

CAPABILITY FIT

Supports the portfolio positioning around search visibility, website optimisation, content structure, and practical SEO foundations for improving how websites perform in search engines.

CERTIFICATE 02

HubSpot SEO II Certified

The bearer is deemed knowledgeable in SEO and capable of implementing advanced SEO tactics on a website.

Advanced SEO

On-page SEO

Website optimisation

Technical SEO



HubSpot SEO II Certified

Tumelo Rathebe

The bearer of this certificate is hereby deemed knowledgeable in SEO and capable of implementing advanced SEO tactics on a website.

Valid from: May 28 2026 - Jun 26 2028

Certification code: 0b5b544f1f4847bc8d21b99780a7b1d3

HubSpot Academy

Yamini
CEO Yamini Rangan

Credential Details

RECIPIENT

Tumelo Rathebe

ISSUER

HubSpot Academy

VALIDITY

May 28, 2026 - Jun 26, 2028

CERTIFICATION CODE

0b5b544f1f4847bc8d21b99780a7b1d3

CAPABILITY FIT

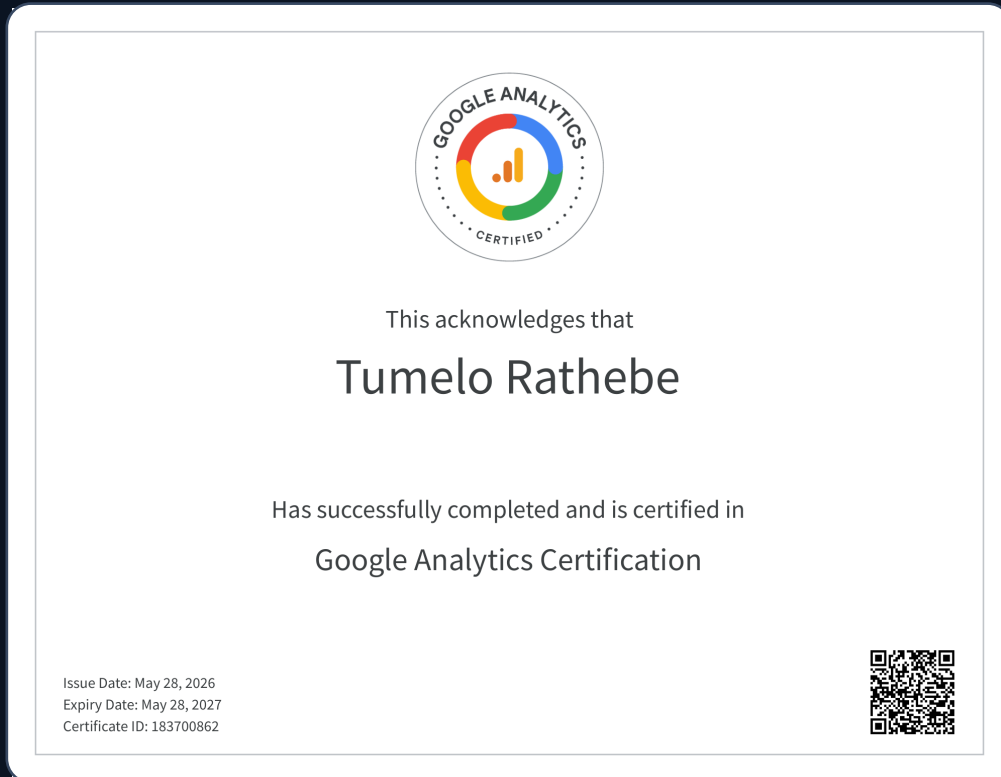
Supports the portfolio positioning around search visibility, page intent, technical implementation, and performance-led optimisation.

CERTIFICATE 03

Google Analytics Certification

Successfully completed and certified in Google Analytics Certification.

Analytics Measurement Reporting Performance insight



Credential Details

RECIPIENT

Tumelo Rathebe

ISSUER

Google Analytics

VALIDITY

May 28, 2026 - May 28, 2027

CERTIFICATE ID

183700862

CAPABILITY FIT

Strengthens the analytics and reporting side of the portfolio by showing measurement capability behind SEO and digital performance work.