

SEM – SEARCH ENGINE MARKETING

Introduction to AdWords and PPC

- What is Google AdWords ?
- Overview of Search Engine Marketing & Online Advertising
- Direct Response vs. Branding in Online Advertising
- About Google and Google AdWords
- How AdWords Targets Audiences
- AdWords Costs and Payments
- Basic AdWords Features - Ad Formats
- Terms to Know
- What is Pay per Click Marketing?
- Importance & Benefits of PPC
- Other Pay-Per-Click Providers

WHAT IS KEYWORD RESEARCH?

- Diff between SEO & PPC keywords
- Keywords popularity, Search Volume
- Categorize Keywords in Ad groups
- Keyword Types: Broad, Exact, Phrase

Common AdWords and PPC Terms

- Placement
- Image
- Campaign & Ad Group
- Click
- What is "Click-Through-Rates" CTR
- What is Impression (Impr.)?
- What is "Cost/Conversion"?
- Cost Per Action (CPA)
- What is Tracking Code?
- Conversion Rate Optimization (CRO)
- Cost-per-click (CPC)
- Maximum cost-per-click (maximum CPC)
- Cost-per-thousand impressions (CPM)
- Quality Score
- First page bid estimates
- Optimization

Getting Started with AdWords

- Signing up for AdWords
- Creating an AdWords Account
- AdWords Account Access
- Activating an AdWords Account
- Creating Accounts for Others (MCC)
- Hiring Someone to Manage Your Account

AdWords Account and Campaign Basics

- Introduction to AdWords Account Management
- Key Concepts of AdWords Account Management
- Managing Client Accounts
- AdWords Editor
- AdWords Account Structure
- Navigating an AdWords Account

CREATE EFFECTIVE ADS AD GROUPS

- Measurement of Title, Desc, URL,
- Ad that produce better ROI Using Ad Ext.

WHAT IS BIDDING?

- WHAT IS QUALITY SCORE?
- Quality Score and CTR
- How Quality Score Effect on Bids?
- How to Increase Position on Search?
- Bid Ad position/ Bid Management
- User Define bids/Automatic Bids
- Importance of bidding techniques
- Competitor s Analysis for bidding

WHAT IS LANDING PAGE?

- Ads versus Landing Page
- Optimize your landing pages
- Use 'Calls to Action'/Cost/Conversion

Campaign Management Account

- How to set up PPC Campaign
- PPC Campaign Navigation
- Search Network
- Display Network
- Shopping
- Video
- Universal app campaign
- Ad Preview & Diagnosis
- Negative Keywords

Ad Groups Segment

- Time
- Conversion
- Network(with search partners)
- Click type
- Device
- Experiment

- Top vs Other
- +1 annotation
- View types
- Filter
- Graph
- Campaign Reporting
- Campaign Comparison

Campaign Setting

- Location
- Device
- Budget
- Ad schedule
- URL Options

Ads

- Automate Section
- Labels

Keywords

- Bid Strategy
- Automate Keywords
- Auction Insights

Audiences

- Ad Extensions
- SiteLinks
- Location
- Call
- App
- Callout
- Structures snippet
- Automated Extensions Report
- Dimensions
- Keywords Performance Reports
- Billing
- Account Management
- Linked Accounts

✓ ADWORD CERTIFICATION (GUIDANCE & SUPPORT)

