SEARCH ENGINE MARKETING COURSE

DURATION : 3 MONTH

Digital Computer Classes

Search Engine Marketing Curriculum

Fundamentals of SEM

- Keyword Research
- Pay-Per-Click (PPC) Advertising
- Landing Page Optimization
- Bid Management
- Analytics and Reporting

Benefits and Challenges of SEM

- Increased Visibility
- Targeted Advertising
- Quick Results
- Measurable ROI
- Cost Control

Major search engine platforms

- Google Ads
- Bing Ads

Key Terminology

- Search Engine Marketing (SEM)
- Search Engine Optimization (SEO)
- Pay-Per-Click (PPC)
- Cost Per Click (CPC)
- Click-Through Rate (CTR)

Keyword Research and Targeting

- Identify Business Goals
- Understand Your Audience
- Brainstorm Initial Keywords
- Use Keyword Research Tools
- Analyze Competitors

Campaign Structure and Organization

- Define Campaign Goals and Budget
- Organize Campaigns by Themes or Products
- Create Ad Groups Based on Keyword Relevance
- Develop Targeted Ad Copy and Extensions
- Implement Tracking and Reporting Systems

Writing Effective Ads Copy

- Understand Your Audience
- Craft a Compelling Headline
- Highlight Key Benefits and Features
- Include a Strong Call-to-Action (CTA)
- Utilize Ad Extensions

A/B Testing

- Define Objectives and Hypotheses
- Select and Segment the Audience
- Design and Develop Variations
- Implement Tracking and Analytics
- Run the Test and Analyze Results

Landing Page optimization for conversions

- Clear and Compelling Value Proposition
- Strong Call-to-Action (CTA)
- Relevant and High-Quality Visuals
- Social Proof and Trust Indicators
- User-Friendly Design and Navigation

Campaign Measurement and Optimization

- Set Clear and Measurable Goals
- Implement Tracking and Analytics
- Analyze Performance Data
- A/B Test Campaign Elements
- Optimize and Adjust Strategies

Shopping Ads

- Product Feed Quality
- Campaign Structure
- Bid Management
- Negative Keywords
- Performance Analysis

KPIs

- Click-Through Rate (CTR)
- Cost Per Click (CPC)
- Conversion Rate
- Quality Score
- Return on Ad Spend (ROAS)

Mobile Advertising

- Mobile-Optimized Ads
- Location Targeting
- Appropriate Ad Networks
- Mobile-Specific KPIs
- Performance Tracking Across Devices

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