

Course Content

Module 1

Search Engine Marketing Overview

- Understanding Google search
- Rule based personalization of marketing at internet scale
- Overview of Google Adwords, Microsoft AdCenter and Yahoo Search Marketing

Pay per click overview

- PPC Definition & how it function
- Important Terms - Quality Score, Conversion Rate etc.
- Quality Score Overview Understanding

Strategizing PPC campaigns

- Setting objectives, goals & expectations
- Actionable metrics for performance measurements
- Formulating account structure
- Effective segmentation of keywords
- Usage of multiple match types
- Non overlapping Ad Groups

Module 2

Market Analysis

- Understanding industry key drivers
- Competitive Analysis
- Organizational positioning
- Targeting

Ad writing Techniques

- Compelling ads that increase click through rates (CTR) lower costs
- Understanding, Analyzing & Improving - Relevance & Quality score
- Improve conversion rates Targeted ads & relevant landing pages
- Ad Preview tool
- Best Practices like using features such as reviews, +1 button etc

Campaign Management

- Overview of the tools
- Understanding advance functionality

Bid Management Plan

- Understand bidding strategy
- Manual vs. Automated bid management
- Different bid management features CPA bidding, position preference etc

Module 3

Effective landing pages

Performance Tracking

- Set campaign objectives & goals
- Define Performance metrics
- Monitor PPC activity with Google Analytics

Decipher User psychology

- Understand & connect with the user
- Benefit from search behavior of prospective customer

Reporting & Analysis

- Integrate PPC account with Google Analytics
- Understanding reports and define the future plan of action
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Module 4

Testing

- Multivariate Testing
- A/B split Testing

SEM Management (Other Opportunities)

- Remarketing
- Mobile Advertising
- Display & Video Formats
- Optimize the display network campaigns
- Track & measure view through conversions.