

Digital Marketing – SEM/PPC

Introduction to Pay per Click Marketing

- Understanding Search Engine Advertising
- Entities Involved in PPC Advertising
- Workflow of a PPC Ad
- History of PPC
- Properties of a Compelling PPC Ad
- General Formula for Calculating PPC
- Advantages of PPC

Introduction to Google AdWords

- Understanding Google AdWords
- Create an AdWords account: How to sign up
- Setting up currency and time zone
- AdWords Hierarchical Structure
- Submit billing information
- Understanding your billing options
- Type of AdWords Account
- AdWords Account Creation
- AdWords Account Access Level & Difference
- Google AdWords Dashboard
- About campaign settings
- Start with PPC technical terms

Google Networks

- Google Search Network & Search Partner
- Google Display Network
- YouTube
- Campaign & Ad type
- Targeting Methods
- Where your ads will appear
- How costs are calculated in AdWords



Campaign Setup

- Understanding the campaign objective
- Understanding different targeting methods: Device, Location, language
- Bidding & Budget
- Ad Extension
- Campaign Advance Setting
- Ad Delivery method, Ad Scheduling & Ad Rotation

Bid Strategy

- Manual & Automated bid Strategies
- Target search page location
- Target CPA
- Target ROAS
- Target outranking share
- Maximize clicks
- Enhanced CPC

Ad extensions

- Location
- Sitelinks
- Call
- App
- Reviews
- Callout

Ad Groups

- Create a new ad group
- how ad groups work
- Understanding your ad group status

Introduction to Keywords

- Type of Keywords
- Keyword Research
- Quality Score
- Ad rank
- Actual CPC Calculation
- Keyword Bidding
- Keyword Planner Tool
- Traffic Estimator



- Negative Keywords

Introduction to Ad Text

- Creation of Adcopy
- Type of Ad Copy
- Ad Preview & Diagnosis Tool
- Dynamic Keyword Insertion
- Expanded Ad Text
- Diagnose Tool

Landing page

- Use of landing pages
- Types of Landing Pages
- Elements of an Effective Landing Page
- Testing the Landing Page
- Google AdWords Landing Page Policy
- A/B Testing
- Landing page performance
- Conversion Tracking
- Understanding Campaign Objective
- Type of conversions
- Setup Conversion Tracking
- Conversion tracking tag
- Tag Manager Configuration
- Import Google Analytics Goals
- Import Offline Conversions
- Tracking Calls in AdWords

Introduction to Dynamic Search Ads

- What is DSA
- How it is different from search ads
- When & Why to use DSA
- Create DSA Campaign
- DSA Targeting Method
- Bidding & Advance setting
- Structure & Optimization

Display Network

- Creation of Display Network
- Display Planner (Placement Tool & Contextual Tool)



- Bidding Options
- Display Campaign Optimizer
- Remarketing
- Geographic and Language Targeting
- Demographic Targeting

Remarketing Campaign

- Standard remarketing
- Dynamic remarketing
- Remarketing for mobile apps
- Video remarketing
- Email-list remarketing
- Optimizing Remarketing Campaign

Video Ads/ YouTube Ads

- Understanding video campaigns
- Linking YouTube channels to an AdWords account
- Create a True View video campaign
- Targeting your video ads
- Measuring your video ads' performance
- optimizing your video campaign
- Billing

Google AdWords Certification

- Google AdWords Certification Prep Questions

Getting started with Bing Ads

- Introduction to campaigns, ad groups and importing campaigns
- Bidding and traffic estimation
- Writing an effective ad
- Choosing keywords

Bing Ads Features

- Ad extensions and Product Ads
- Introducing dynamic text
- Bing Ads targeting
- Keyword match options
- Campaign exclusions
- Remarketing
- Bing Shopping and Product Ad



- Bing Campaign optimization
- Campaign optimization
- Create a quality ad experience and find your ad
- Click quality

Getting started with Facebook Ads

- Introduction to Facebook Ads
- Best Practices
- Facebook Pages
- Purchasing Ads
- Managing Your Ads
- Advertising Objectives
- Targeting
- Campaign Optimization
- Reporting and Measurement
- Additional Insights

Getting Started with Google Analytics

- Traffic Sources
- Content
- Visitors
- Goals & Ecommerce
- Actionable Insights
- Configuration and Administration
- Google Analytics Account Hierarchy
- Cleaning Up Your Data
- Measuring Conversion
- Measuring Traffic
- Measuring Content
- Measuring Visitors

Google Tag Manager

- Container, Tags, triggers, variables, and the data layer
- Measurement plan
- Tag Implementation
- Set up AdWords conversion tracking
- Set up Dynamic Remarketing
- Set up a GA Property variable
- Setup Goal, event, cross-domain tracking