

SEM COURSE OUTLINE

INTRODUCTION

- What is Google AdWords?
- Why Google AdWords is important
- How Google AdWords work.

GOOGLE ADWORD ACCOUNT CREATION & SETTING

- Create Google AdWords Account
- Add Payment Method
- Setting Up your AdWords Account
- Exploring Google AdWords Interface

REMARKETING CAMPAIGN SETUP

- Benefits & Importance Of Remarketing
- Create Campaign & Audience
- Configure Remarketing Campaign Setting

ALL ABOUT KEYWORDS

- How to Use Google Keyword Planner
- Basics Keyword & Queries
- Understand the Character Of Keyword
- Match, Phrase, Exact & Modified Type
- Which Keyword is Going To Lead To Conversion

WRITE KILLER ADS

- What You Need To Know About ETA's
- The Anatomy of AdWords Expanded Text Ads
- Crafting Your First Text Ad

ACCOUNT STRUCTURES

- Create A New Ad Group within Your Campaign
- Import Keyword Lists From Excel Into Ad Group
- Creating Relevant Ads For your New Ad Groups
- How to Navigate Between Ad Groups, Keywords & Ads Within a Campaign

EXPANDING & REFINING YOUR CAMPAIGN

- Navigating The AdWords Dashboard
- Edit Keyword, Ad Groups & Campaign
- Editing The Essential Campaign Setting
- How To Create New Campaign
- Use Custom Schedules For Your Campaigns
- Understanding Bid Adjustment

ADWORDS AUCTION

- Introduction To The AdWords Auctions
- Quality Score: Click Through Rate & Relevancy
- Quality Score: Landing Page Quality
- Understanding Ad Rank & How It Is Calculated
- Why Quality Score Is Matters in Ad Rank

USE OF NEGATIVE KEYWORDS

- Negative Keyword In-Depth
- Adding & Removing Negative Keywords
- Using Broad, Phrase And Exact Match With Your Negative Keywords

MAKING ADS WITH MULTI ADD EXENTIONS

- Introduction To Ad Extension
- The Benefits Using Of Ad Extension
- Different Types Of Ad Extension
- Add & Configure Sitelink Extension
- Adding Callout & Phones Extensions

CONVERSION TRACKING

- Basics Of Conversion Tracking
- Different Conversion Action On Your Site
- Conversion Tracking For Form Submission
- Generate & Install Conversion Tracking Tag
- Basics Of The Call Tracking
- Setting Up Phone Call Tracking

BIDDING STRATEGY

- Return On Investment vs. Return On Ad Spend

USING ADWORDS SCRIPTS

SEARCH
ENGINE
MARKETING

PIDM