

SEM Training Course Module

Chapters:

1. Overview of SEM/Adwords

- Understanding SEM
- How SEM works
- Tools of SEM
- Importance of SEM
- Why SEM?

2. Understanding Adwords analysis

- How Adwords work
- Understanding Adwords – examples, case study
- Understanding quality score
- Importance of quality score
- What is CTR & importance of CTR

3. Fundamentals of SEM

- What is PPC?
- Importance of PPC?
- What is a Display/contextual ad?
- Importance of Display/contextual ad?
- What is CPM, CPC, CPI
- Google Adwords tutorial
- Tools used for Analysis

4. Setting up Adwords account & campaigns

- Creating account in Adwords
- Setting up campaign
- Managing campaign
- What is keyword planner, calendar, title, etc
- Budget allocation
- Analyzing CPC

5. How to win SEM?

- Competitor Analysis
- Understanding the client needs
- How to upgrade and stay updated
- Mobile Optimization
- Core Logics of SEM

6. Advanced SEM

- Content Marketing
- Brand reputation
- Affiliate Marketing
- Social Media Optimization and Marketing