



Search Engine Marketing Training

Course Content

1. SEM (Search Engine Marketing)

SEARCH ENGINE MARKETING TRAINING (20 Hrs)

SEM OVERVIEW

- Understanding Search Engine Marketing (SEM)
- Snapshot of SEM Industry
- Advantages of SEM over Other Marketing Methods
- Organic vs. Paid Traffic

MARKETING PLAN

- Differentiate Your Services
- 4Ps of Marketing
- Target and Segment Your Audiences
- Understand Your Customers

INTRODUCTION TO GOOGLE ADWORDS

- Getting Started with Google AdWords
- Signing Up for Google AdWords
- Set Time Zone and Currency
- Verify our account
- Activating Your Account

NAVIGATING THROUGH GOOGLE ADWORDS

- User Interface Elements
- Home Tab
- Campaigns Tab
- Opportunities Tab
- Reporting Tab
- Billing Tab
- My Account Tab

UNDERSTANDING GOOGLE ADWORDS STRUCTURE

- AdWords Account
- Campaign Level
- AdGroups Level
- Access Management

WORKING WITH KEYWORDS

- Building Keyword Strategy
- Keyword Discovery and Keyword Research
- Keyword Discovery
- Keyword Research
- Demo for the Google Keyword Tool
- Focusing and Targeting Keywords
- Broad Match
- Phrase Match
- Exact Match
- Setting up Negative Keywords

WRITING ADS IN GOOGLE ADWORDS

- Writing Effective Ads in Google AdWords
- Call to Action
- Value Proposition
- Review of Google's Guidelines

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