

SEARCH ENGINE MARKETING

Introduction to SEM

online advertising

PPC Campaign Set-up

Adwords Type

Search Network

Display Network

Search & Display Network

shopping

Online videos

Google Adwords (PPC)

Introduction to adwords

PPC Campaign Set-up

Location and Language Settings

Networks and Devices

Bidding and Budget

Schedule: Start date, end date, ad scheduling

Ad delivery: Ad rotation, frequency capping

Demographic bidding

Social settings

Purpose of Ad Groups

Keyword Types

Ad words Keyword Tool

Text Ad Format

Quality Score and Its Importance

Click-Through-Rates-CTR's

Acquaintance to Conversion

Knowledge of Cost-Conversion

Ad Extension

Adwords Targeting and Placement

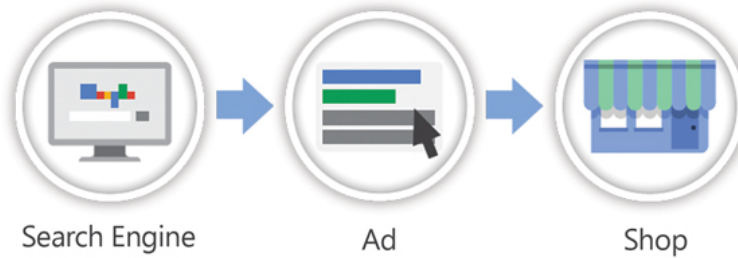
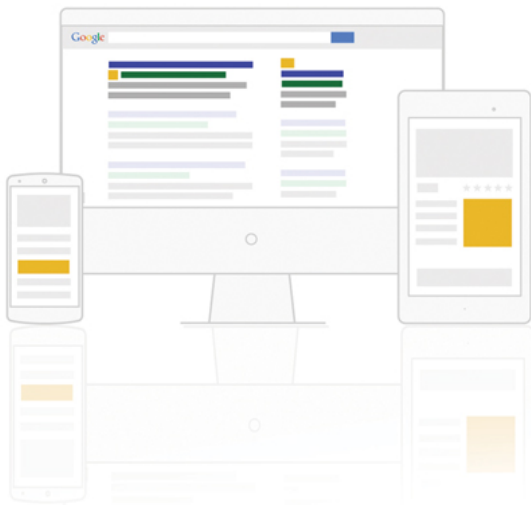
Adwords Bidding and Budgeting

Optimizing Performance

Display Advertising on the Google

Display network and Mobile Advertising

Performance Monitoring and Conversion Tracking



Mobile Marketing

- Mobile app Advertising
- Mobile app Engagement
- Mobile Ads

Adwords tool

- Keyword planner
- Display Planner
- Conversion tool
- Google analytics

Bing & Yahoo Ads

- Introduction to Campaigns and Ad Groups
- Importing Campaigns, Ad Groups and Keywords
- Bidding and Traffic Estimation
- Ads creation
- Choosing right Keywords
- Campaign Optimization
- Bing Ads Reports
- Conversion Tracking with Campaign Analytics
- Bing Ads Intelligence Tool
- Bing Ads Editor
- Bing Ads Editor Account Management Tips
- Bing Ads Editor Campaign Optimization
- Bing Ads Budgeting
- Bing Ads Billing

