ValueAdd

A GREAT BOOK FOR BEGINNERS
THE BEST DIGITAL MARKETING PRACTICE

LEARN

SEARCH ENGINE MARKETING

ON YOUR OWN

A DEFINITIVE AND COMPREHENSIVE
GUIDE TO SEARCH ENGINE MARKETINH.

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Search Engine Marketing (SEM)

SEARCH ENGINE MARKETING (SEM)

SEM-Search Engine marketing

There are two ways to rank on the Top in search engine

SEO and SEM

SEO gets you top ranking in the organic part of the search engine white SEM is the inorganic.

Through SEO may get free traffic but might take lots of time, sometime years for some keywords because of intense competition, but In SEM though the ranking is instant you need to pay amount for every click termed as CPC

ADVANTAGES OF SEM

- It reaches right person, right place, right time
- You pay only for the response
- Customers are reaching you
- Display ads where people look for you competitors

Ranking of a query is based on auction, higher the CPC you set better is the placement of Keywords

PROCESS

Login @ad words >Google.com using Gmail account

Go to tools >Keyword planner

Click on "search for new keywords using phrase, website or category> type keywords separately by comma or in each line > select the desired location and click on get idea > keyword idea

Download the keyword in Excel and choose the keyword

After the keywords are selected go to Campaign> choose one of the network shown

AD FORMATS

A-Search Network only

Display you adds in Google search engine

B-Display Network only

Show banner add in another website that have
applied for AdSense and that meet your criteria like
Age, Gender, internal content

C-Search and Display Network- Both of the above
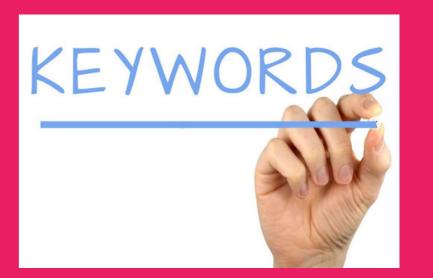networks

D-Shopping

Products ads displayed dynamically in the search
engine coming directly from the database of E
commerce website

Click on search network

Given the campaign name>select the locations>
default BID as the avg.cpc of the keywords chosen>
budget>extension > click on Save and continue

Give the add group name, keywords along with the
right keywords modifiers

KEYWORDS MODIFIERS

There are basically 4 keywords modifiers

Broad:

It is the default keywords modifiers in which the add is displayed in all sets of queries that has a part matching with your keywords

Example- Kindergarten

Phrase:

In this keywords are enclosed in double quote, the add is displayed only for the set of queries that has a part matching with your keywords

Example "Oracle training"

Exact:

In this keywords are enclosed in square bracket, the add is displayed only for the query matching with the keywords

Example – [oracle training in Bangalore]

Negative:

In this the keywords are proceed by hyphen, the ad is not displayed when the query matches with the keywords

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