

Since 2007, Making IT Experts & Products

Course: Search Engine Marketing (SEM)

Duration: 30 Hrs (Changeable) | Fees: Individual / Batch

Since 2007, Nestsoft TechnoMaster has been providing training, internships, and services in IT technologies, both online and offline, with the expertise of **over 250 industry experts**. We have delivered internships, training, and seminars to more than 50,000 students, resulting in numerous success stories. **We offer 100% placement support through JobsNEAR.in**

Our Courses/Internship

- Python/Django Fullstack
- Artificial Intelligence
- Machine Learning
- Data Science
- Software Testing (All)
- Wordpress, Woocommerce
- Digital Marketing, SEO
- Php/MySQL, Laravel
- Flutter, Android, IOS
- Asp.net MVC
- Web Design, Javascript
- Angular JS, React JS
- CCNA, MCSA, CCNP
- AWS, GCP, Azure
- Odoo, SalesForce, Sap
- Microsoft Excel
- Ethical Hacking



Syllabus on the Next Page ..



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Module 1: Introduction to Search Engine Marketing


- * Overview of SEM
- * What is Search Engine Marketing?
- * Importance of SEM in Digital Marketing
- * Difference between SEM, SEO, and PPC
- * Understanding Search Engines
- * How search engines work
- * Organic vs. Paid results
- * Key search engine platforms: Google, Bing, Yahoo
- * SEM Terminologies
- * CPC, CTR, Quality Score, Conversion Rate, etc.

Module 2: Google Ads Basics

- * Introduction to Google Ads
- * Types of Google Ads campaigns
- * Google Ads account setup
- * Interface overview and navigation
- * Campaign Types Search campaigns
- * Display campaigns Shopping ads
- * Video campaigns (YouTube Ads)
- * Performance Max campaigns
- * Keyword Research
- * Importance of keywords in SEM

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- * Keyword research tools (Google Keyword Planner, SEMrush, etc.)
- * Long-tail vs. short-tail keywords

Module 3: Setting Up SEM Campaigns

- * Search Campaign Creation
- * Writing effective ad copy
- * Creating ad groups and selecting keywords
- * Using match types: Broad, Phrase, Exact, Negative
- * Display Campaign Creation
- * Designing image and responsive ads
- * Targeting options: Audience, demographics, interests
- * Bid Strategies Manual CPC vs. Automated bidding
- * Enhanced CPC, Target CPA, Target ROAS

Module 4: Optimization Techniques

- * Quality Score Optimization
- * Factors affecting Quality Score: CTR,
- * Ad Relevance, Landing Page Experience
- * Landing Page Optimization
- * Creating user-friendly,
- * mobile-optimized landing pages
- * A/B testing for landing pages
- * Ad Extensions
- * Types of extensions: Sitelinks, Callouts, Structured Snippets

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- * Best practices for using ad extensions

Module 5: Analytics and Performance Tracking


- * Introduction to Google Analytics
- * Setting up and linking Google Analytics with Ads
- * Tracking conversions and goals
- * Analyzing Campaign Performance
- * Understanding metrics: Impressions, clicks, conversions
- * Using reports for insights (Search Query Report, Auction Insights)
- * Campaign Optimization
- * Improving CTR, CPC, and conversion rate
- * Identifying and pausing underperforming keywords

Module 6: Advanced SEM Strategies

- * Remarketing Campaigns
- * Understanding remarketing
- * Setting up audience lists
- * Dynamic remarketing with display ads
- * Competitor Analysis
- * Tools for competitor analysis (SpyFu, Ahrefs, SEMrush)
- * Building strategies to outrank competitors
- * Geo-Targeting and Local Search Ads
- * Importance of location-based targeting
- * Setting up and optimizing local ads

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Module 7: Bing Ads and Other Platforms

- * Overview of Bing Ads
- * Setting up Bing Ads account
- * Importing campaigns from Google Ads
- * Advertising on Other Platforms Yahoo Ads
- * DuckDuckGo Advertising

Module 8: Budgeting and ROI in SEM

- * Budget Allocation
- * How to set and manage ad budgets
- * Daily vs. monthly budgets
- * Measuring ROI in SEM
- * Calculating ROI for SEM campaigns
- * Optimizing for profitability

Module 9: SEM Tools and Automation

- * Tools for SEM Management
- * SEMrush, Ahrefs, SpyFu, and Ubersuggest
- * Using Google Ads Editor
- * Automation in SEM
- * Using scripts for automation
- * Smart bidding and AI-powered features

Module 10: SEM Best Practices and Trends

- * SEM Best Practices

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- * Ad copywriting tips
- * Avoiding common SEM mistakes
- * Emerging Trends in SEM
- * Voice search and its impact
- * AI and machine learning in SEM

Module 11: Capstone Project

- * Create and manage a live SEM campaign
- * Analyze and optimize performance
- * Present findings and strategy

(Click on Course for more details)

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- Thank You -

N.B: This syllabus is not final and can be customized as per requirements / updates.

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