
Master Certification

Search Engine Marketing (SEM)

- ❖ Work and learn on your website - Ecom & Static
 - ❖ Learn with real time money spend
 - ❖ Real-time marketing campaign | Traffic | Inventory management & Sales
 - ❖ Google AdWords certification
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SEARCH ENGINE MARKETING (SEM)

- Introduction to SEM
 - What is SEM?
 - Why SEM?
 - Why Google AdWords?
 - Where do Google ads show (networks, devices)?
 - AdWords vocabulary
 - How Does the SEM Auction Work?
 - Structure of an AdWords Account
 - Campaign Types – Introduction to Search, Display (including Videos), Shopping and Mobile-specific campaign types, and when/why to use them.
 - Creation of SN Campaign
 - Ad Text Copy Best Practices
 - Ad Extensions
 - Tool – Keyword Planner & Estimator
 - Keyword Research
 - Keyword Match types
 - Landing Page Optimization
 - Optimizing the SN Campaign
 - Importance of Quality Score & optimization tips
 - Remarketing lists for search ads implementation
 - Introduction on code creation and implementation
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Google search network

- Introduction of search only campaigns
 - Why and when to use search + display campaigns
 - Introduction of brand campaigns
 - Converted keywords optimization & expansion
 - Importance of negative keywords and integration
 - Action insights and improving ad positions
 - Detailed study on ad scheduling its importance
 - Bid adjustment on device and locations
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Google Display Network

- Introduction of display Network only - All features
 - Difference between static, dynamic ads & smart display
 - Why and when to use static, dynamic ads or smart display
 - Detailed study on ad copy, landing page, banner size, content etc
 - Dynamic ad creation from business feed and merchant center
 - Advance study on delivery method, frequency capping, content exclusions etc
 - AdWords display remarketing campaigns
 - Bid adjustment on device and locations
 - What is view through conversion and its importance
 - Creation and implementation utm parameters and google analytics tracking
 - Google display targeting options & implementation
 - Manual campaign auditing and check-up on placements, demographics etc.
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Shopping campaigns

- Introduction of shopping (PLA) campaigns
 - Google Merchant Center & promotion approval process
 - Campaign structuring and budgeting from shared budget
 - Product grouping using labels
 - Implementation on different bid strategy, negative keywords, product bids etc.
 - Shopping settings - Campaign priority, Inventory filter, local inventory ads
 - IP exclusions and why exclude by IP address
 - Bid adjustment on device and locations
 - What is view through conversion and its importance
 - Study on auction insights - Impression share, overlap rate, outranking share
 - Remarketing Via Shopping Ads - Similar audiences, website visitors
 - Remarketing list creation Via Google analytics
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Video campaigns

- Why video ads and importance of branding
 - Youtube advertising formats
 - Linking Youtube accounts from AdWords
 - Creating remarketing list of YouTube viewers
 - Different targeting methods for video ads
 - Video Analytics - performance & engagement
 - Video with shopping Ads
 - Campaign level rule creation, implementation and optimization
 - Remarketing Via Video Ads - Similar audiences, website visitors
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Free AdWords Certifications

- AdWords Fundamentals
 - Search Advertising
 - Display Advertising
 - Shopping Advertising
 - Mobile Advertising
 - Google Analytics Individual Qualification
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Course Fee & Registration

- ❖ Fee: Rs. 18,000/- (+18% GST)*
 - ❖ Payment Modes: Credit/Debit Card, Bank Transfer or Cheque
 - ❖ EMI: Available
 - ❖ Refund Option: Yes | Excluding domain and server charges
 - ❖ Free two website to run real time ads
 - ❖ Cashback of Rs. 10,000/- into your adwords accounts to run ads
 - ❖ Free domain with ssl for one year
 - ❖ Free three months cloud hosting plan
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