



NIDM Koramangala

Module B : SEM

Search Engine Marketing

hello@nidmindia.in

140/C, Koramangala 4th Block, Bangalore - 560034

What is Search Engine Marketing?

A Paid
advertisement
platform through
which you can
advertise across
the web, primarily
on search engine
result page.

When not to go for SEM:

- Lack of Resources:

 - When you cannot afford the required cost per click

- Landing Page

 - When you do not have a converting landing page

- Not searched on Search engines

 - When no one searches for your business on search engines

Advantages of SEM

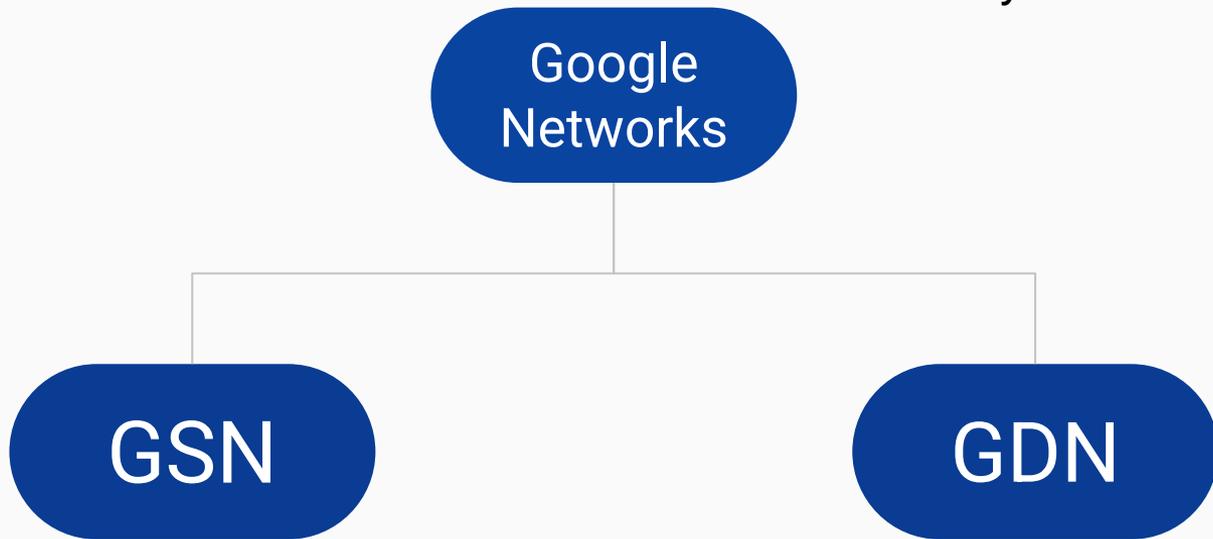
- Target your audience
- Quality Traffic
- Higher Return of Investment
- Google SERP
- MEASURABLE (impressions, clicks, conversions)
- Faster reach

Advantages of SEM

- Bid on competitor's keywords
- Free branding
- Target millions of keywords
- You bid, you can decide
- Complete control on budget
- Pause & play / edit & modify

Ad Placements

Where your ads are shown



Google Networks – Google Search Network

Google SERP & other partner search engines ie maps, aol, ask

Search / Text Ads

Image Ads (PLA – Product listing ads or shopping ads)- only for e commerce

Google Networks – Google Display Network

Youtube, gmail, & other partner websites

Animated banner ads (rich media ads)

Video ads

Image ads (static)

Text ads

Adword Structure

Account

Email

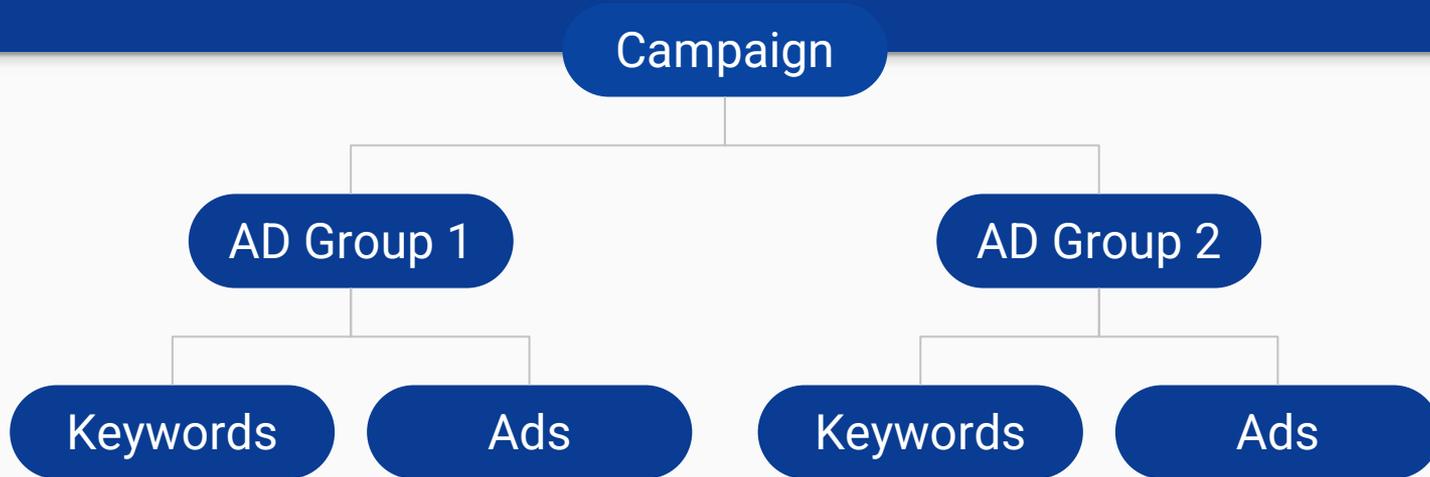
Username

Password

Time Zone - GMT +5:30

Currency

Adword Structure



What is Keywords?

Words or phrases describing your product or service that you choose to help determine when and your ad can appear. The keywords you choose are used to show your ads to people

Types of Keywords

- **Short Tail (1 or 2 Words) Eg: Sports Shoes**
- **Medium Tail (3 Words) Eg: Nike Sports Shoes**
- **Long Tails (3+ Words) Eg: Buy Nike Sports Shoes Online**

Keyword Match Types

	Symbols in Google Ads	Searches That Would Trigger Ad
Exact Match	[plastic surgeon]	plastic surgeon plastic surgeons
Phrase Match	"plastic surgeon"	plastic surgeon in san diego local plastic surgeon
Broad Match	plastic surgeon	cosmetic surgeon rhinoplasty
Broad Match Modifier	+plastic +surgeon	plastic and reconstructive surgeon top surgeons in plastic surgery
Negative Match	(add keyword like <i>hiring</i> and <i>cheap</i> to not be found under)	(terms relevant to main keyword that don't include <i>hiring</i> or <i>cheap</i>)

Parameters to Consider during Keyword Research

Sample Projections

Parameters	Short Tail	Medium Tail	Long Tail
Search Volume	High	Medium	Low
Competition Level	High/Medium	High	Medium / Low
Business Intent	Low / Medium	Medium / High	High

Keyword Planner

Keyword Planner helps you research keywords for your campaigns. You can use this free tool to discover new keywords related to your business and see estimates of the searches they receive and the cost to target them.

Keyword Planner - Benefits

- **Discover new keywords:** Get suggestions for keywords related to your products, services, or website.
- **See monthly searches:** See estimates on the number of searches a keyword gets each month.
- **Determine cost:** See the average cost for your ad to show on searches for a keyword.

Keyword Planner

plant fertilizer, plant nutrients

India

English

Google

Feb 2021 - Jan 2022

Broaden your search:

+ fertilizer

+ plant

+ gardening

+ shrubs

+ garden fertilizer

+ liquid fertilizer

+ agriculture fertilizer



Exclude adult ideas

ADD FILTER

1,968 keyword ideas available

<input type="checkbox"/> Keyword (by relevance)	Avg. monthly searches	Three month change	YoY change	Competition	Ad impression share	Top of page bid (low range)	Top of page bid (high range)
Keywords you provided							
<input type="checkbox"/> plant fertilizer	1K - 10K	0%	0%	High	-	₹1.83	₹8.47
<input type="checkbox"/> plant nutrients	10K - 100K	-90%	-90%	Low	-	₹2.07	₹26.35
Keyword ideas							
<input type="checkbox"/> plant food	1K - 10K	0%	0%	Medium	-	₹1.94	₹10.00
<input type="checkbox"/> bone meal for plants	1K - 10K	0%	0%	High	-	₹1.89	₹6.07
<input type="checkbox"/> fish emulsion	100 - 1K	0%	0%	High	-	₹1.33	₹2.05
<input type="checkbox"/> fish fertilizer	100 - 1K	0%	0%	High	-	₹1.59	₹2.50
<input type="checkbox"/> tomato fertilizer	100 - 1K	0%	0%	High	-	₹2.14	₹30.04
<input type="checkbox"/> phosphorus fertilizer	1K - 10K	0%	0%	High	-	₹0.72	₹70.38

Types of Campaigns:

Search campaigns | Text ads on search results

Search campaigns let you reach people while they're searching on Google for the products and services you offer.

It's great for driving sales, leads, or traffic to your website, as you can show your ads to customers actively searching for your products and services.

Types of Campaigns:

Display campaigns | Image ads on websites

Display campaigns let you reach people with visually engaging ads as they browse across millions of websites and apps. Display is a great way to expand the reach to other parts of the web.

Types of Campaigns:

Video campaigns | Video ads on YouTube

Video campaigns let you show video ads on YouTube and other websites.

Some Video campaign types can help you boost general awareness of your brand. Others are designed to drive conversions or get people to shop on your website.

Types of Campaigns: Shopping campaigns | Product listings on Google

Shopping campaigns are ideal if you're a retailer looking to sell your product inventory. Shopping ads appear on search results and the Google Shopping tab.

Types of Campaigns: Performance Max

It is a new goal-based campaign type that allows performance advertisers to access all of their Google Ads inventory from a single campaign. It's designed to complement your keyword-based Search campaigns to help you find more converting customers across all of Google's channels like YouTube, Display, Search, Discover, Gmail, and Maps.

Google Ad Rank Formula

$$\text{Ad Rank} = \text{Bid Amount} * \text{Quality Score}$$

Ad Rank -> Ad Position in SERP

Bid Amount -> Amount spent for every click

Quality Score -> A score (1-10) by google with respect to the keywords based on multiple factors.

Google Ad Auction System

Auction (google) ----> Open Auction ----> B1 k1 --- 2rs CPC

b2 - 4, b3 -3 b4 4.5 b5 - 5

min 2 rs max 5rs --- k1

Cost per click - k1(240), k2(50), k3(5)

Quality Score Formula

Quality Score = Ad Relevance + E CTR + Landing Page Experience

Ad Relevance -> How relevant is your ad to people

Expected Click Through Rate -> Number of people who click on your results in SERP

Landing Page Experience -> Audience response towards your landing page

How to improve ad relevance?

- Use keyword phrases in ad copies
- Create multiple ad copies
- Create multiple headings

How to improve eCTR?

- Ad should be relevant with your keywords
- Ad should be unique & attractive
- Ad should be on the top of the page
- Use CTA (call to action) terms ie save, 20% off, discount etc
- Use negative keywords
- Use ad extensions

How to improve Landing Page Experience?

- A/B testing or split testing
- Meta optimization
- UI / UX Optimization
- Content optimization
- URL structure

Assignment - Build 2 Wireframes

---> E commerce Product Page

Objective is sales

---> Service Promotion

Objective is leads

Types of Ads:

- > Extended Text Ads
- > Responsive Text Ads
- > Product Listing Ads
- > Responsive Display Ad
- > Call Only Ad

Types of Ads:

- > Instream Video Ad
- > Bumper Ads
- > Gmail Ads
- > Dynamic Search Ads
- > Discovery Ads

Ad Copy Structure

Headline 1 (30) - Headline 2(30) - Headline 3(30)

www.example.com/Path1(15)/Path2(15)

Description 1 (90). Description 2(90)

Eg: Digital Marketing Company - Grow your Business -
Increase ROI by 100%

D1. D2

Types Of Ad Extensions:

- > Call Extensions
- > Location Extensions
- > App Extensions
- > Structured Snippet Extensions
- > Sitelink Extensions

Types Of Ad Extensions:

- > Call Out Extension
- > Price Extension
- > Promotion Extension
- > Lead Form Extension
- > Image Extension

Google Ads Bid Strategies - Focus on Conversions

Target cost per action (CPA): If you want to optimize for conversions, you can use Target CPA to help increase conversions while targeting a specific cost per action (CPA)

Google Ads Bid Strategies - Focus on Conversions

Target return on ad spend (ROAS): If you want to optimize for conversion value, you can use Target ROAS to help increase conversion value while targeting a specific return on ad spend (ROAS).

Google Ads Bid Strategies - Focus on Conversions

Maximize Conversions: If you want to optimize for conversions, but just want to spend your entire budget instead of targeting a specific CPA, you can use Maximize Conversions.

Google Ads Bid Strategies - Focus on Conversions

Enhanced cost per click (ECPC): If you want to automatically adjust your manual bids to try to maximize conversions, you can use ECPC. It's an optional feature you can use with Manual CPC bidding.

Google Ads Bid Strategies - Focus on Clicks

Maximize Clicks: This is an automated bid strategy. It's the simplest way to bid for clicks. All you have to do is set an average daily budget, and the Google Ads system automatically manages your bids to bring you the most clicks possible within your budget.

Google Ads Bid Strategies - Focus on Clicks

Manual CPC bidding: This lets you manage your maximum CPC bids yourself. You can set different bids for each ad group in your campaign, or individual keywords or placements. If you've found that certain keywords or placements are more profitable, you can use manual bidding to allocate more of your advertising budget to those keywords

Google Ads Bid Strategies - Focus on Impressions

Target Impression Share: automatically sets bids with the goal of showing your ad on the absolute top of the page, on the top of the page, or anywhere on the page of Google search results.

Google Ads Bid Strategies - Focus on Impressions

CPM: With this bid strategy, you'll pay based on the number of impressions (times your ads are shown) that you receive on YouTube or the Google Display Network.

Google Ads Bid Strategies - Focus on Impressions

tCPM: A bidding strategy where you set an average for how much you're willing to pay for every thousand impressions. It optimizes bids to maximize your campaign's unique reach. With tCPM, you can keep your campaign's average CPM lower or equal to the target you set

Google Ads Bid Strategies - Focus on Impressions

vCPM: This is a manual bidding strategy you can use if your ads are designed to increase awareness, but not necessarily generate clicks or traffic. It lets you set the highest amount you want to pay for each 1,000 viewable ad impressions on the Google Display Network.

Google Ads Bid Strategies - Focus on Views

CPV bidding: With CPV bidding, you'll pay for video views and other video interactions, such as clicks on the call-to-action (CTA) overlay, cards, and companion banners. You just enter the highest price you want to pay for a view while setting up your video campaign.

Ad Policy

Advertisements should clearly identify the advertiser and the product or service being offered. Advertisements may not be deceptive or misleading, and must be verifiable. Ad policy is set of rules defined by ad platform which is to be followed by the advertiser.

Questions?

Thank you