

Search Engine Marketing (SEM) Course



Why Search Engine Marketing (SEM) ?

Search Engine Marketing (SEM) is one of the most important marketing channels. It compliments your Search Engine Optimization (SEO) and content marketing efforts, and helps in getting your brand at the top of Google and other search engines' results worldwide, if you did it right.

SEM is
conversion-
based

Accessible to
all sizes of
accounts

Raises brand
awareness

Encourages
product
consideration

Increases
return on
investment
(ROI)

Generates
immediate
results

Consistent
traffic source

Brings more
qualified leads

Gives more
competitive
data

Flexible,
diverse, and
practical

The Power of Google Ads



Whether you are looking to build brand awareness, raise awareness of your products and services, get the right people to visit your website, generate leads and other conversions, get more installs and interactions for your app, or drive sales online, in app, or in store; Google Ads can do the trick for you.

With a wide range of campaign types, bidding strategies, targeting options, ad formats, and measurement tools; Google Ads can help you structure, customize, and optimize your campaigns to achieve your marketing goals.

How Can this Course Help You?

The biggest advantage of Search Engine Marketing (SEM) is that it enables you to reach out to people who are interested in and actively searching online for the products or services you provide. It also helps you generate web traffic, qualified leads, and drive conversions and actions that you consider valuable to your business.

And even though Google Ads provides automation options that simplify the advertising process; knowing your way around the platform, how to effectively use it, and developing your skills in utilizing its tools is certainly important to get the most out of it and maximize your benefits.

Completing this Course Will Help You

Build and implement an effective Search Engine Marketing (SEM) strategy.

Develop an understanding of Google Ads platform and how it works.

Explore the different ad types provided by Google Ads, including Performance Max, Search Ads, Display Ads, Video Ads (YouTube), Shopping Ads, and Apps Ads.

Advance your skills in utilizing Google Ads toolkit to its full potential.

Acquire a knowledge of different targeting and bidding strategies.

Understand how to measure and monitor your campaign performance.

Follow the best practices and techniques for advertising on Google Ads.

Google Ads Professional Certified



Google has recognized me as a Google Ads certified professional, meaning that I've passed multiple assessments that assess my product expertise. I'm qualified to help you grow your business on the web using Google Ads.



Total of 7 Hours

5 Sessions

Materials Included

Study Guide

Course Notes/Transcript

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