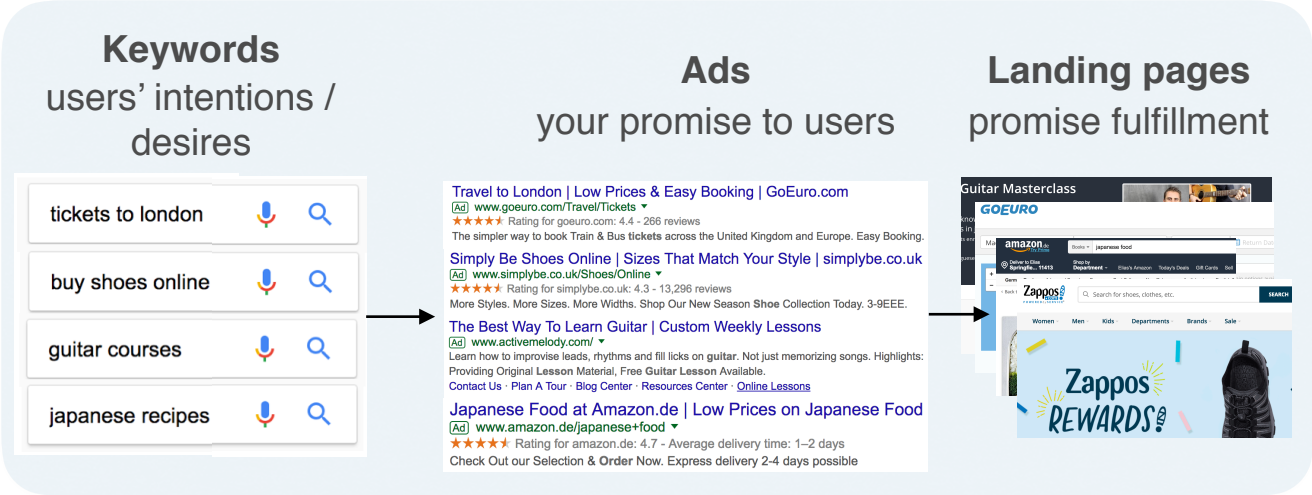


Search Engine Marketing cheat sheet

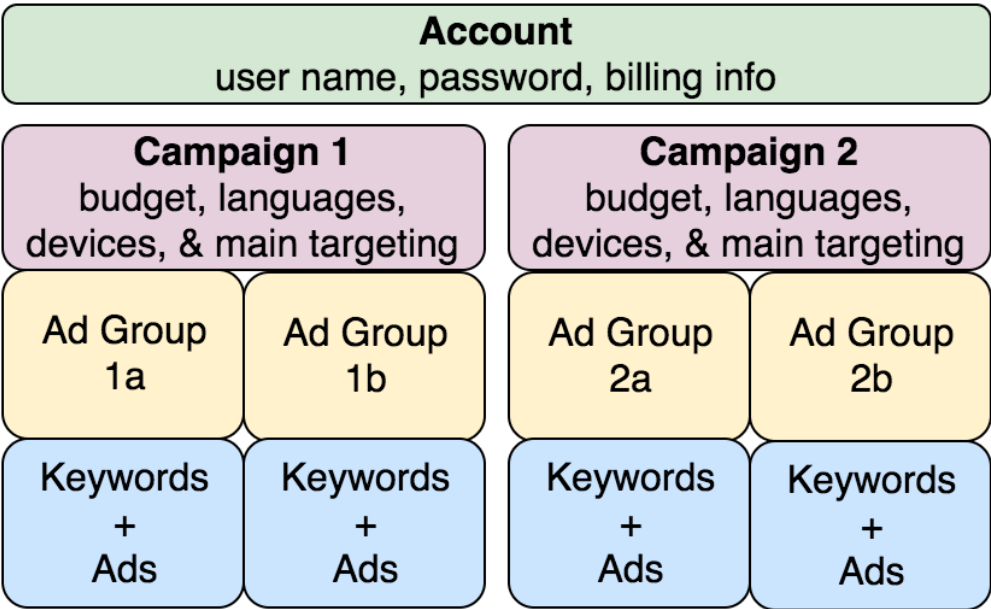
Feedback: [@eliasdabbas](#)

Code: [GitHub](#)

Main campaign elements



Account Structure



Writing effective ads

Element	Explanation	Examples
Product	What it is you are trying to sell, should be clear and prominent	100" TV Screen Leather Shoes
Benefit	The emotional / human benefit, the actual reason why people are motivated to do things	Feel your best by the Summer Achieve a healthy lifestyle
Feature	How your product / service achieves that for them	12 week fitness program Only certified trainers
Call to action	What you want the user to do	Subscribe to our newsletter Buy now Get in touch

Keyword match types

Match Type	How to write	Matches:	Example keyword	Keyword matches:
Broad	keyword example	synonyms and related terms	buy shoes	shop shoes shoes shopping
Broad match modifier	+keyword +example	stemmings and close variants	+buy +shoes	buying shoes buy shoe
Phrase	"keyword example"	exact sequence with anything before and/or after	"buy shoes"	buy shoes online how to buy shoes
Exact	[keyword example]	close variants, order doesn't matter, function words ignored	[buy shoes]	buy shoes buying shoes shoes buy
Negative	-keyword example	do NOT trigger my ads if they include this keyword	-cheap	buy shoes cheap shoes

advertools basic functions

```
pip install advertools
>>> import advertools as adv

Generate keywords for a campaign:
>>> products = ['cars']
>>> words = ['buy', 'price']
>>> adv.kw_generate(products, words).head()
   Campaign Ad Group Keyword Criterion Type Labels
0  SEM_Campaign  Cars      cars buy      Exact   Buy
1  SEM_Campaign  Cars      cars buy      Phrase   Buy
2  SEM_Campaign  Cars    +cars +buy      Broad   Buy
3  SEM_Campaign  Cars      cars price     Exact  Price
4  SEM_Campaign  Cars      cars price     Phrase  Price

Create ad templates that dynamically fill the blanks with product names
and handle long text with a fallback option
>>> adv.ad_create('Get the latest {}', ['iphone', 'galaxy', 'sony xperia
xz2 preimum'], fallback='phone', max_len=30)
['Get the latest iphone', 'Get the latest galaxy', 'Get the latest
phone']

Convert a long product name into a properly split ad:
>>> adv.ad_from_string('Divano Roma Furniture Modern Tufted Linen
Splitback Recliner Sleeper Futon Sofa (Dark Grey)',
slots=(30, 30, 80, 15, 15))
['Divano Roma Furniture Modern', 'Tufted Linen Splitback Recliner',
'Sleeper Futon Sofa (Dark Grey)', '', '']
```