

Exercise-1 SEA IV

1. SEA stands for Search Engine Advertising and falls under the creation and dissemination of advertisements on search engine through sponsored links or paid reference.
2. Google Ads
3. The specifications of every
- 4.

SEO	SEA
SEO stands Search Engine Optimization and	SEA stands for Search Engine Advertising and falls under the creation and dissemination
It's made purpose is to ensure that your website scores higher in the organic results of search engines such as Google	SEA is also known as Pay-Per-Click on the other hand revolves around advertising that is advising directly on Google and other similar search engines
Cheap	Expensive
Results takes some times but it becomes constant	Immediate results but results stays if you keep paying
You can't be able to see with which keyboard your website visitor ended up on your site	This information is been provided
Not seen on top be it on mobile phones or a laptop	Can be used on both devices because the advert is paid. As such your budget can be controlled that is Outsourcing your Google Ads which is effective and cheaper
You can test your keyword strategy in Google Ads	Have more control and space to deliver your Marketing message e.g. phone number, opening hours, business Location and Unique selling points etc

Exercise -2

1. A Google Ads is structured in 3 layers The Account, The Campaigns, The Ad Group
2. Targeting an audience can be done through;
 - Sign in to account that is Google Ads account
 - Click audience in the page menu
 - In the Audience segment module click edit audience segments

-Click select an ad group and then select a campaign and ad group from the list that appears and finally select the audience segment you want your campaign to reach

3. Outsourcing your Google Ads which is effective and cheaper
4. CPC is Cost Per Click which is a metric that determines how much advertisers pay for the ads they place on websites or social media or it is the cost an advertiser pays each time an online user clicks on his/her digital ad. This value is determined by dividing the cost of the marketing campaign by the total number of clicks.

$$\text{CPC} = \text{Total cost} / \text{Number of Clicks} \text{ or } (\text{CPM}/1000) / (\text{CTR}/100) = 0.1 * \text{CPM} / \text{CTR}$$

Account activated

IV.3 Exercise 3