

## Chapter 3

# Search Engine Marketing (SEM)



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# Covered Topics

- Why SEM?
- What is SEM?
- SEM Tools
- Google Ads
- Various Formats in Google Ads
- Where is Google showing Ads?
- Google Ads Accounts
- How can you create a Google Ad?
- Important metrics to track

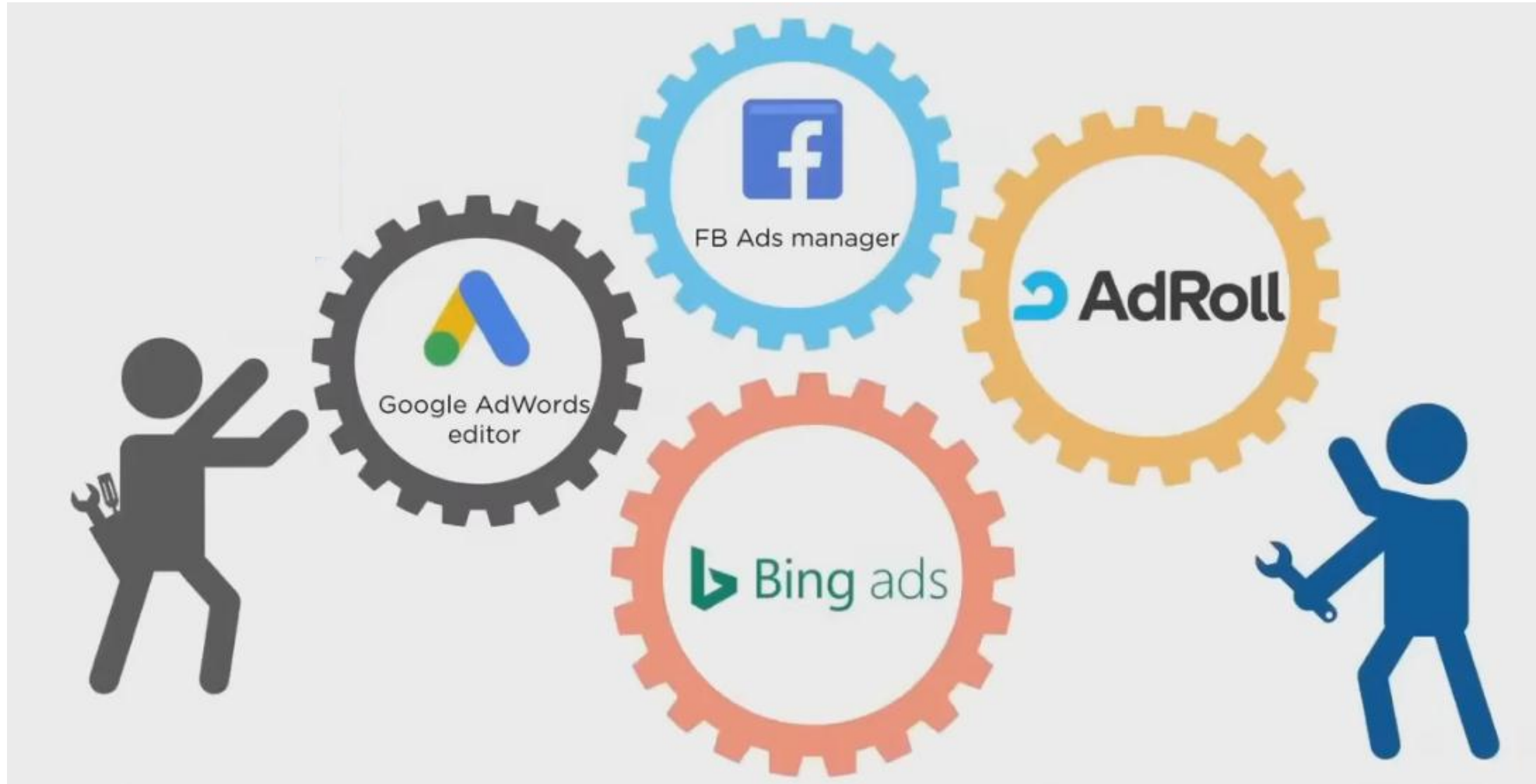
# Why SEM?

- Increase visibility to high quality audience.
- Increase brand awareness [top of mind awareness]
- Retargeting website users
- Increased intelligence
- Measuring performance
- High flexibility

# What is SEM?

- **Search Engine Marketing (SEM)** is the practice of marketing a business using **paid advertisements** on search engines and other websites.

# SEM Tools



# How to advertise on Google?

- **Google Ads**

- Launched in 2000, then it has grown rapidly and has become one of Google's main sources of revenue.
- Google Ads is an **online advertising platform** developed by Google, with which **advertisers can pay to display their advertisements**, service offerings, video content and generate mobile applications installs.
- It provides services that fall under the category of **Pay-Per-Click (PPC)**.
- **PPC** is a business model where companies place their advertisements on a website and pay when users click on their advertisements.

# Google Ads

- **Google Ads includes the following:**

Multiple  
Networks

Targeting  
Options

Ads Formats

Budget  
Management

# How Google Ads works?

## Step 1: Determine campaign's goals and details



- You need to determine your **campaign's goals** which may include: sales, leads, awareness, conversion, ...
- Also some **campaign's details** should be identified such as: type, settings, ad groups, ...



# How Google Ads works?

## Step 2: Pick targeting methods



### Keyword search

a list of relevant keywords



### Geography

where the ads are going  
to be displayed:  
country, city, area, ...



### Device & OS

Different ads have different  
device targeting options.

# How Google Ads works?

**Step 3: Write ads**



**Step 4: Set bids**



You set a bid based on what a click is worth to you.

Ads are ordered in the SERP based both on bid and relevancy.  
If user's search matches the targeting method, ads will be displayed.

# How Google Ads works?

- Users click on the ad and go to your website.
- You pay only for the clicks that lead to actions.



## Step 5: Monitor and measure results



- You can measure results if the users call your company, buy a product, fill forms, watch video, ...
- Refine your targeting methods, bids, and update your plans.

# How Google Ads works? Example

**Target keywords such as:**

- interior design
- interior design kitchen
- interior design living room



**Write an ad for targeted keywords**



**Set a bid for the ad**



**Interior design company, Gaza, Palestine**



# Various Formats in Google Ads

## Text Ads

- These ads only have text.
- They are usually found in Google's SERP.

## Responsive Display Ads

- These ads adjust their size, appearance and format.
- They can be text or image ads.

## App Promotion Ads

- These ads used to drive app download and engagement.

## Video Ads

- These ads can be stand-alone or inserting into other streaming content.

## Product Shopping Ads

- These ads shows product details like title, price, store location and so on.

## Call-Only Ads

- These ads enable user to connect to business directly using phone number.

## Showcase Shopping Ads

- These ads have an image and a description that expand when clicked, providing information about other products and store.

# Where is Google showing Ads?

- Google ads provides **two options** for advertisement placement:



## Search Network

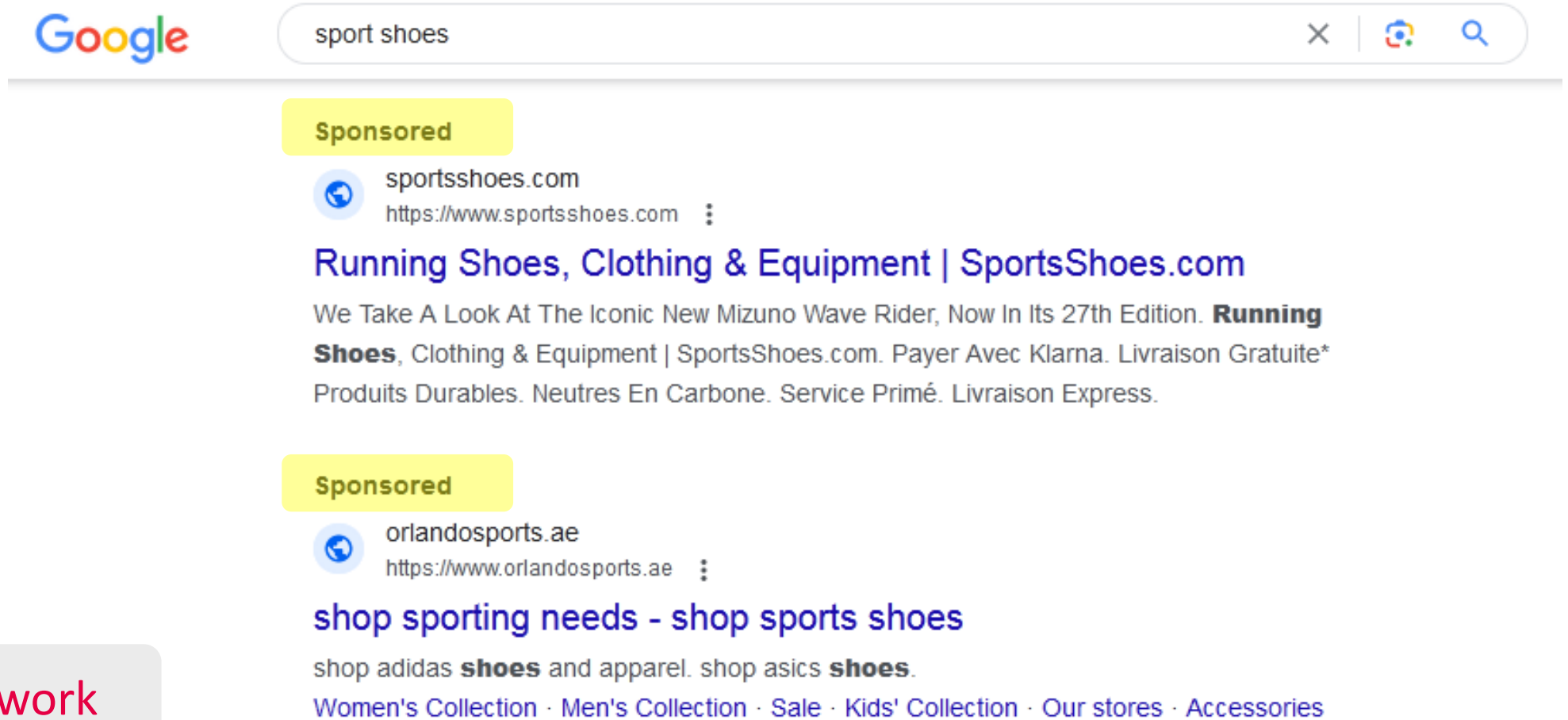
When we search something on Google and found the first few links in SERP to be ads



## Display Network

These are non-search places that show ads.

# Where is Google showing Ads?




The screenshot shows a Google search for "sport shoes". The search bar is at the top with the Google logo on the left and a search button on the right. Below the search bar, there are two sponsored results. Each result is preceded by a yellow "Sponsored" label. The first result is from sportsshoes.com, titled "Running Shoes, Clothing & Equipment | SportsShoes.com", and includes a description about Mizuno Wave Rider shoes. The second result is from orlandosports.ae, titled "shop sporting needs - shop sports shoes", and includes a description about Adidas and Asics shoes. Both results have a small globe icon and a link to their respective websites.

Google

sport shoes


**Sponsored**

 sportsshoes.com  
<https://www.sportsshoes.com>

**Running Shoes, Clothing & Equipment | SportsShoes.com**

We Take A Look At The Iconic New Mizuno Wave Rider, Now In Its 27th Edition. **Running Shoes**, Clothing & Equipment | SportsShoes.com. Payer Avec Klarna. Livraison Gratuite\* Produits Durables. Neutres En Carbone. Service Primé. Livraison Express.

**Sponsored**

 orlandosports.ae  
<https://www.orlandosports.ae>

**shop sporting needs - shop sports shoes**

shop adidas **shoes** and apparel. shop asics **shoes**.  
Women's Collection · Men's Collection · Sale · Kids' Collection · Our stores · Accessories

Search Network

# Where is Google showing Ads?

## Search Network

- Best used for the bottom of funnel like: [sales activity](#)
- Users are shown these ads in [Google](#) apps and services

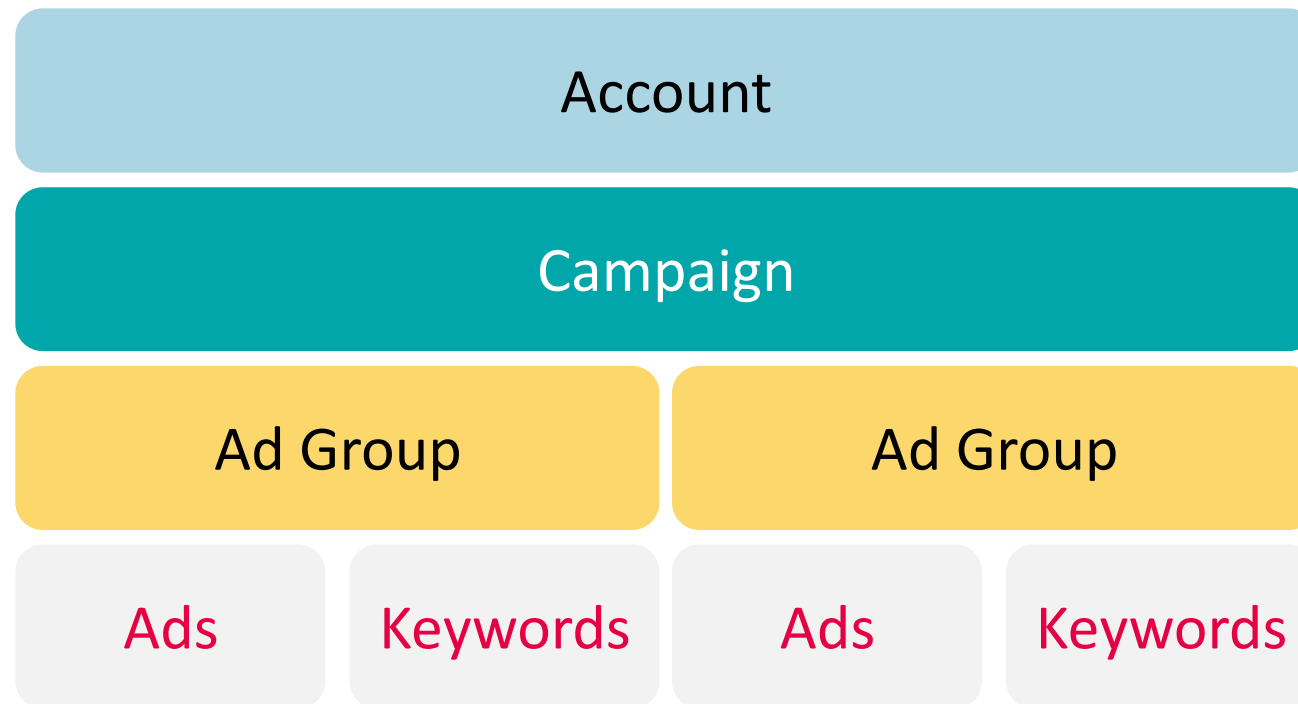
## Display Network

- Best used for the top of funnel like: [brand awareness](#)
- Users are shown these ads in over a million [websites](#)



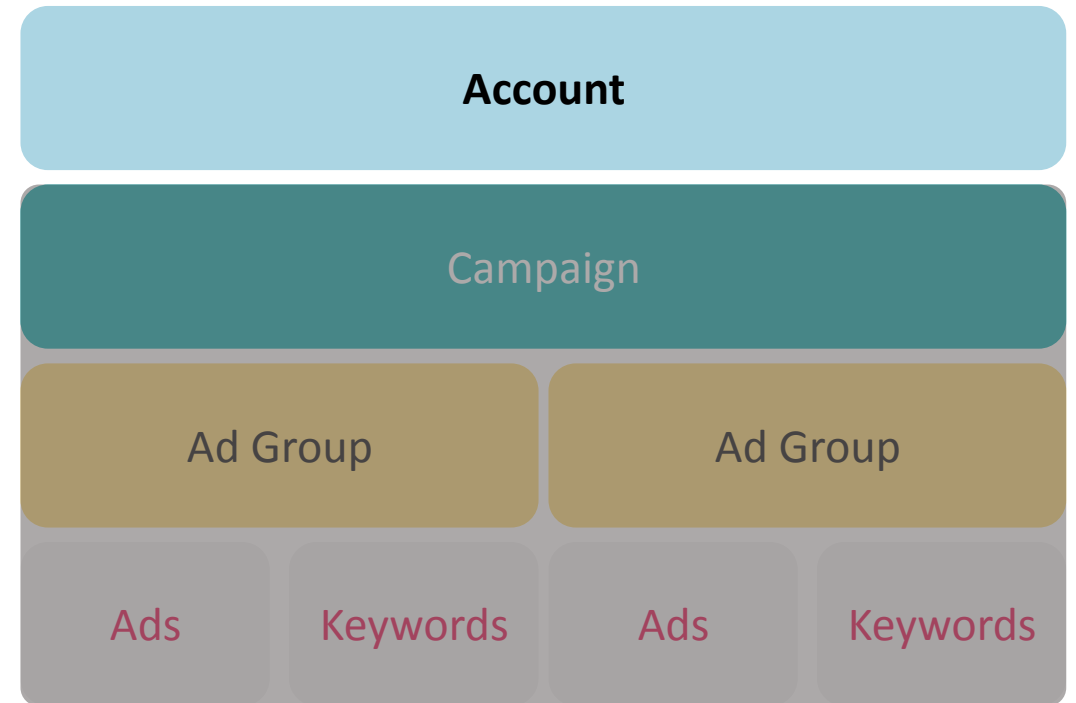
# Google Ads Accounts

- **Google Ads Accounts** have **multiple levels of structures** that allow you to control how users view and interact with the ads, along with budget and bid controls.



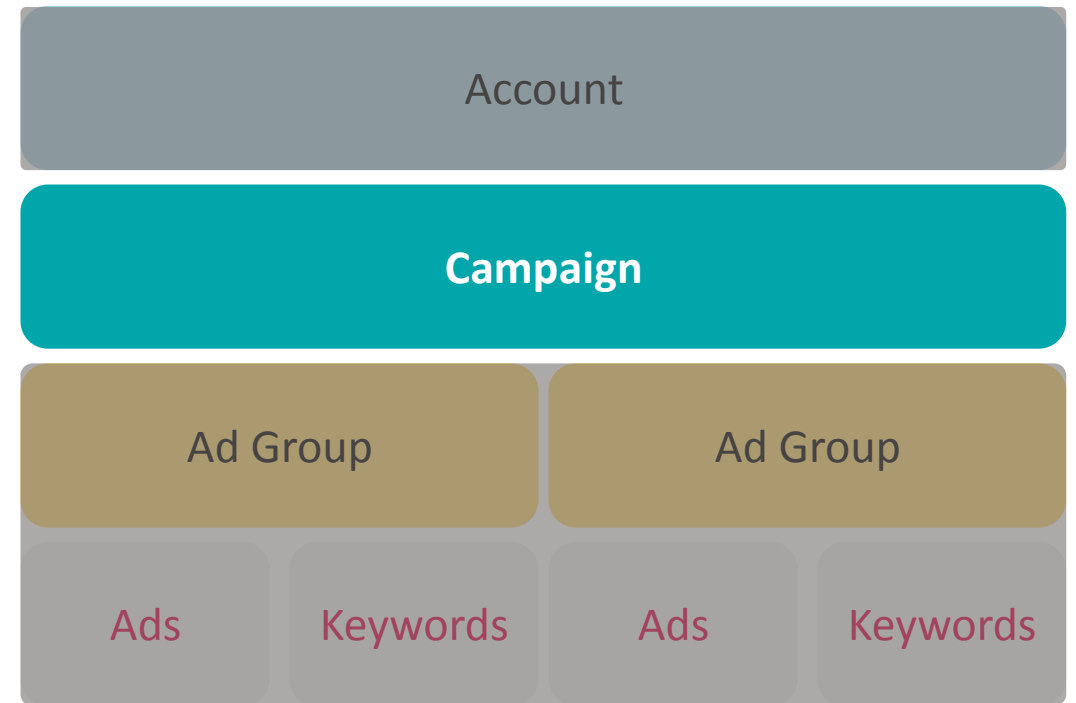
# Google Ads Accounts

- At the **account level**, there many options:
  - Account access
  - Time zone
  - Currency
  - Billing
  - Notification settings
- An account can be made of one or more campaigns.



# Google Ads Accounts

- **Campaign** settings determine how keywords are going to be displayed.
  - Type
  - Network
  - Time of day/Day of week
  - Location
  - Bid Method
  - Budget
- Each campaign can have one or more Ad Groups.



# Google Ads Accounts – Campaign Settings Example

## Campaign 1:

- Search
- All devices
- USA
- Automated bidding
- 100\$/Day

## Campaign 3:

- 
- 
- 
- 
- 

## Campaign 2:

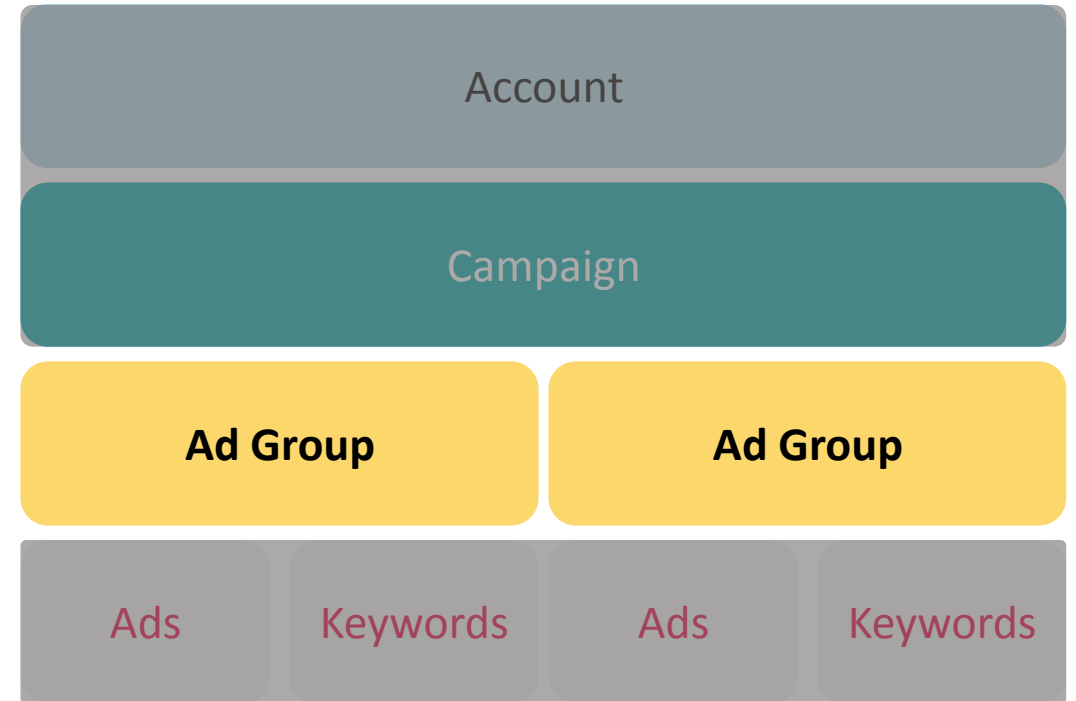
- Search
- Desktops
- Germany
- Manual bidding
- 50\$/Day

## Campaign 4:

- 
- 
- 
- 
-

# Google Ads Accounts

- Each Ad Group is a collection of Ads and keywords.
- It takes time.
- If you want to display different ads for different keywords, you need to create different ad groups.



# Google Ads Accounts – Ad Groups Example



# Google Ads Accounts – Ad Groups Example



The image displays two Google Ads for hiking boots, illustrating the importance of ad group structure. The top ad, titled "Shoes for Sale | Hikingboots.com Official Store", is marked with a large red 'X' indicating it is disapproved. The bottom ad, titled "Hiking Boots for Sale | Hikingboots.com Official Store", is approved.

**Disapproved Ad (Top):**

- Image:** A brown hiking boot inside a blue circular frame.
- Text:**
  - Shoes for Sale | Hikingboots.com Official Store
  - Ad Hikingboots.com
  - Shop Our Hikingboots.com Hiking Shoes online at upto 70% OFF!

**Approved Ad (Bottom):**

- Image:** A brown hiking boot inside a blue circular frame.
- Text:**
  - Hiking Boots for Sale | Hikingboots.com Official Store
  - Ad Hikingboots.com
  - Shop Our Hikingboots.com. Shop for men's hiking boots at Hikingboots.com

# Google Ads Accounts – Ad Groups Example


## Ad Group 1

### Keywords:

- Hiking boots
- Trail hiking boots
- Hiking boots for sale
- Best hiking boots



Hiking Boots for Sale | Hikingboots.com Official Store

 Hikingboots.com

Shop Our Hikingboots.com. Shop for men's hiking boots at Hikingboots.com




# Google Ads Accounts – Ad Groups Example

## Ad Group 2

### Keywords:


- Running shoes
- Best running shoes
- Shoes for running marathons
- Long distance shoes


Running Shoes for Sale | Hikingboots.com Official Store


 Hikingboots.com


Shop Our Hikingboots.com Running Shoes online at upto 70% OFF!


# How can you create a Google Ad?

 Google Ads | New campaign

 Search

 Tools and settings

 Help


 Notifications


611-4  
madi.tamer@g


What's your campaign objective?


Choose your objective


Select an objective to tailor your experience to the goals and settings that will work best for your campaign


  
**Sales**  
Drive sales online, in app, by phone or in store


  
**Leads**  
Get leads and other conversions by encouraging customers to take action


  
**Website traffic**  
Get the right people to visit your website

  
**Product and brand consideration**  
Encourage people to explore your products or services

  
**Brand awareness and reach**  
Reach a broad audience and build awareness

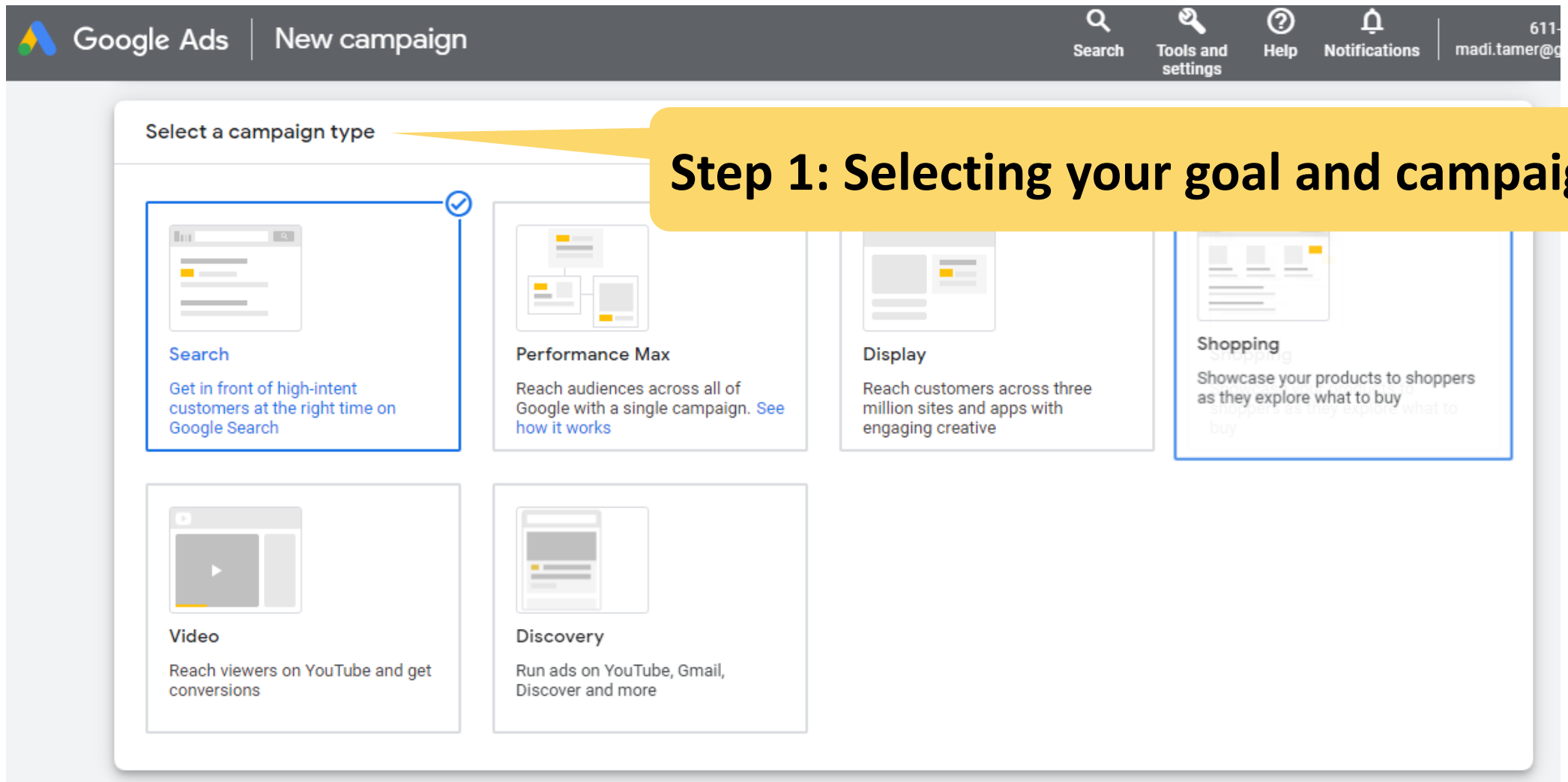
  
**App promotion**  
Get more installs, engagement and pre-registration for your app

  
**Local store visits and promotions**  
Drive visits to local shops, including restaurants and dealerships.

  
**Create a campaign without a goal's guidance**  
Choose a campaign type first, without a recommendation based on your objective.

**Step 1: Selecting your goal and campaign.**

# How can you create a Google Ad?



The screenshot shows the Google Ads 'New campaign' interface. At the top, there's a header with the Google Ads logo, 'New campaign' text, and navigation links for Search, Tools and settings, Help, Notifications, and a user profile. Below the header, a section titled 'Select a campaign type' displays six campaign options in a grid. The 'Search' option is highlighted with a blue border and a checkmark icon in the top right corner. A yellow callout box points to the 'Select a campaign type' header with the text 'Step 1: Selecting your goal and campaign.'.

**Google Ads | New campaign**

Search | Tools and settings | Help | Notifications | 611- | madi.tamer@g

Select a campaign type

**Search**  
Get in front of high-intent customers at the right time on Google Search

**Performance Max**  
Reach audiences across all of Google with a single campaign. [See how it works](#)

**Display**  
Reach customers across three million sites and apps with engaging creative

**Shopping**  
Showcase your products to shoppers as they explore what to buy

**Video**  
Reach viewers on YouTube and get conversions

**Discovery**  
Run ads on YouTube, Gmail, Discover and more

**Step 1: Selecting your goal and campaign.**

# How can you create a Google Ad?

## Keywords and ads

Ad groups help you organise your ads around a common theme. For the best results, focus your ads and keywords on one product or service.

Ad group 1 

**Step 2: Setting up Ad groups.**

### Keywords

#### Get keyword suggestions (optional)

Google Ads can find keywords for you by scanning a web page or seeing what's working for similar products or services



Enter a URL to scan for keywords



Enter products or services to advertise

Get keyword suggestions

#### Enter keywords

Keywords are words or phrases that are used to match your ads with the terms people are searching for

# How can you create a Google Ad?

Ads

< >

Add a final URL to see headline and description suggestions

Ad strength

Incomplete

☐ Add headlines [View ideas](#)

☐ Include popular keywords [View ideas](#)

☐ Make headlines unique [View ideas](#)

☐ Make descriptions unique [View ideas](#)

Final URL ?

Final URL

This will be used to suggest headlines and descriptions

Display path ?

www.example.com

/  /

0 / 15 0 / 15

Preview

Ad · www.example.com/

Headline 1 | Headline 2 | Headline 3

Description 1. Description 2.

**Step 3: Create Ad.**

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# Important metrics to track

Impressions

Cost

Clicks

Average CPC

Conversions

Cost per Conversion

CTR

Quality Score


# Important metrics to track










## Impressions

- Are the **number of times your ad is shown on a search results page** via Google or Google network.
- It is also refers to how many the users see your ad.
- Each time your ad appears on Google or the Google Network, it's counted as one impression.

# Important metrics to track

## Impressions



Campaign <sup>↑</sup>	Budget <sup>?</sup>	Status <sup>?</sup>	Impr. <sup>?</sup>	Interactions <sup>?</sup>	Interaction rate <sup>?</sup>	Avg. cost <sup>?</sup>	Cost <sup>?</sup>	Search Lost IS (rank) <sup>?</sup>
Total - all campaigns	\$125.50/day		188,814	2,190	1.16%	\$0.70	\$1,528.27	56.77%
 Peninsula Estates	\$10.00/day <input checked="" type="checkbox"/>	 Eligible (Limited)	557	26 clicks	4.67% CTR	\$0.68 per click	\$17.60	54.46%
 Remarketing	\$15.00/day <input checked="" type="checkbox"/>	Limited by budget  <sup>?</sup>	137,953	1,087 clicks	0.79% CTR	\$0.35 per click	\$379.37	--
 San Francisco	\$10.00/day <input checked="" type="checkbox"/>	 Eligible (Limited) 	10,739	97 clicks	0.90% CTR	\$0.80 per click	\$77.37	72.95%
 Santa Monica	\$2.00/day <input checked="" type="checkbox"/>	 Eligible (Limited)	13	1 click	7.69% CTR	\$0.71 per click	\$0.71	60.61%




# Important metrics to track

## Cost

- Cost refers to the amount of money you have spent in your campaign.








Campaign <sup>↑</sup>	Budget <sup>?</sup>	Status <sup>?</sup>	Impr. <sup>?</sup>	Interactions <sup>?</sup>	Interaction rate <sup>?</sup>	Avg. cost <sup>?</sup>	Cost <sup>?</sup>	Search Lost IS (rank) <sup>?</sup>
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# Important metrics to track

## Clicks

- Clicks refers to the number of times a user clicks on your ad.



Campaign <sup>↑</sup>	Budget <sup>?</sup>	Status <sup>?</sup>	Impr. <sup>?</sup>	Interactions <sup>?</sup>	Interaction rate <sup>?</sup>	Avg. cost <sup>?</sup>	Cost <sup>?</sup>	Search Lost IS (rank) <sup>?</sup>
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# Important metrics to track

## Average CPC





- It refers to the average **cost per click**.

$$\text{CPC} = \frac{\text{Cost}}{\text{Number of clicks}}$$

# Important metrics to track

Average CPC

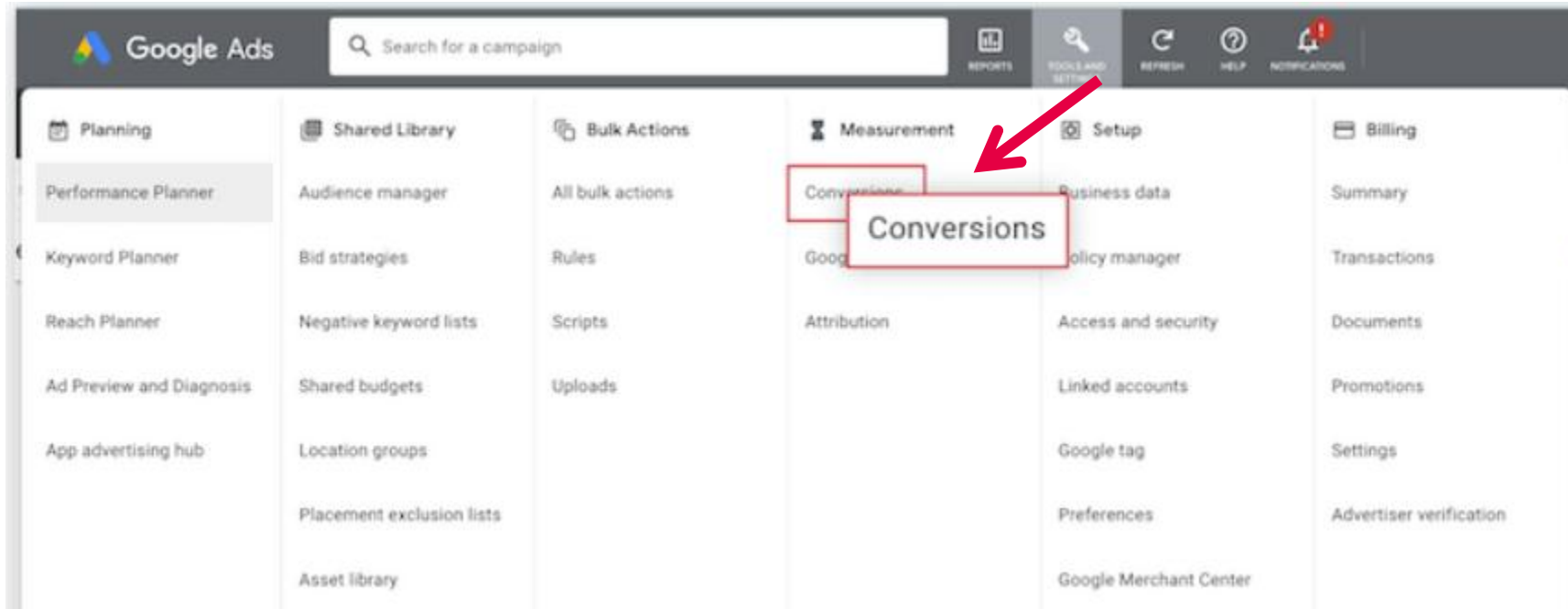


Campaign <sup>↑</sup>	Budget <sup>?</sup>	Status <sup>?</sup>	Impr. <sup>?</sup>	Interactions <sup>?</sup>	Interaction rate <sup>?</sup>	Avg. cost <sup>?</sup>	Cost <sup>?</sup>	Search Lost IS (rank) <sup>?</sup>
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# Important metrics to track

## Conversions

- Are added when a user clicks on your ad and performs an action you defined.



# Important metrics to track

## Cost per Conversion



- It refers to the average amount charged for a conversion from a campaign.

$$\text{CPC} = \frac{\text{Cost}}{\text{Total number of conversions}}$$

# Important metrics to track

## CTR

- click-through rate is the percentage of users who see your ad who then click on it.

<input type="checkbox"/>	<input checked="" type="radio"/>	Keyword	Match type	Status	Conversion:	Cost / conv.	Quality Score	Clicks	Impr.	CTR
<input type="checkbox"/>	<input checked="" type="radio"/>	"retargeting"	Phrase match	Eligible	10.00	A\$75.86	5/10	129	6,676	1.93%
<input type="checkbox"/>	<input checked="" type="radio"/>	google retargeting	Broad match	Eligible	0.00	A\$0.00	5/10	8	642	1.25%
<input type="checkbox"/>	<input checked="" type="radio"/>	"create retargeting campaign"	Phrase match	Eligible	0.00	A\$0.00	—	3	165	1.82%
<input type="checkbox"/>	<input checked="" type="radio"/>	"google remarketing"	Phrase match	Eligible	0.00	A\$0.00	3/10	2	179	1.12%
<input type="checkbox"/>	<input checked="" type="radio"/>	"google retargeting" 	Phrase match 	Eligible	4.00	A\$2.68	5/10	2	272	0.74%
<input type="checkbox"/>	<input checked="" type="radio"/>	remarketing campaign on google	Broad match	Not eligible Low search volume	0.00	A\$0.00	—	1	28	3.57%

# Important metrics to track

## CTR

- **Click-Through Rate (CTR)** is the percentage of users who see your ad then click on it.

$$\text{CTR} = \frac{\text{Clicks}}{\text{Impressions}} \times 100$$

number of people who clicked on the ad

number of people who saw on the ad

The diagram illustrates the Click-Through Rate (CTR) formula. It features a red box labeled 'CTR' on the left, followed by an equals sign. In the center is a fraction with a green box labeled 'Clicks' in the numerator and an orange box labeled 'Impressions' in the denominator, separated by a horizontal line. To the right of the fraction is a multiplication sign and the number '100'. Two teal arrows provide definitions: one points from the 'Clicks' box to the text 'number of people who clicked on the ad', and the other points from the 'Impressions' box to the text 'number of people who saw on the ad'.



# Important metrics to track

## Quality Score

- Google's rating of the quality of your ads, keywords, and landing pages.



<input type="checkbox"/>	<input type="radio"/>	Keyword	Match type	Status	Conversion:	Cost / conv.	Quality Score	Clicks	Impr.	CTR
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# References

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- Why You're Not Getting Any Impressions On Your Ads In Google Adwords, Link: <https://zardness.com/youre-not-getting-impressions-ads-google-adwords/>
- How to Improve Quality Score in Google Ads, Link: <https://measureschool.com/how-to-improve-quality-score-in-google-ads/>