



Digital Marketing

Unit 4: Search Engine Marketing (SEM)



Digital Marketing

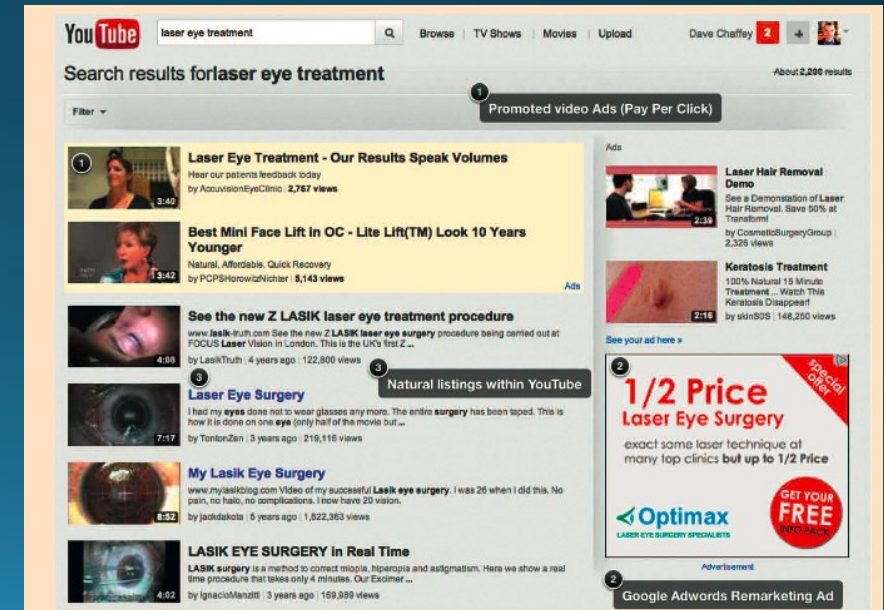
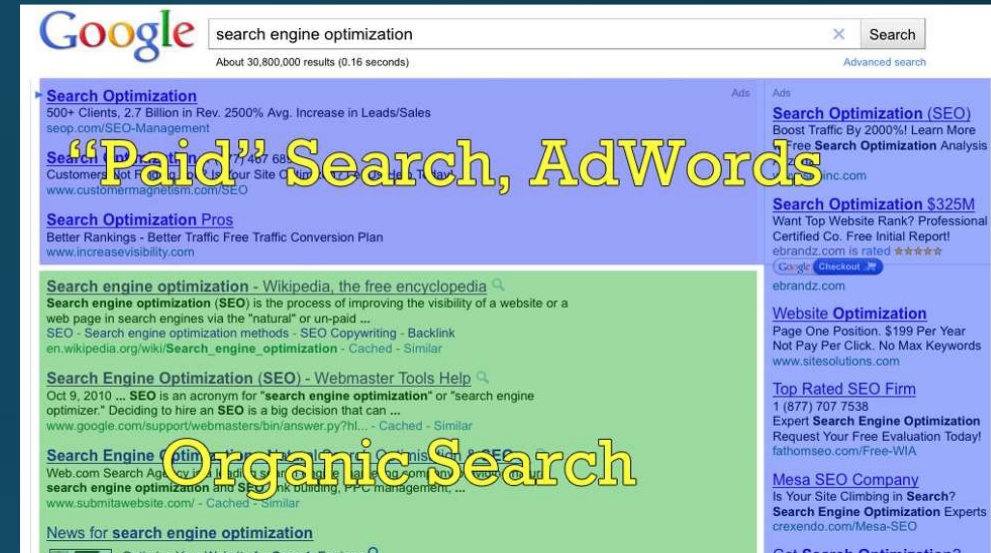
Unit 4: Search Engine Marketing (SEM)

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- Introduction to Search Engine Marketing
- Tools used for Search Engine Marketing

Search Engine Marketing (SEM)

- Search engine marketing (SEM) is a digital marketing strategy that helps to increase a website's visibility on Search Engine through paid listing.
- *SEM is the act of marketing a website via search engines by purchasing paid listings.*
- Paid listings are those listings on search results that search engines sell to advertisers, usually through **paid placement** or **paid inclusion** programs.
- In contrast, organic listings are not sold. Organic listing are exploited with SEOs.
- It's also known as paid search or **pay-per-click (PPC)**.

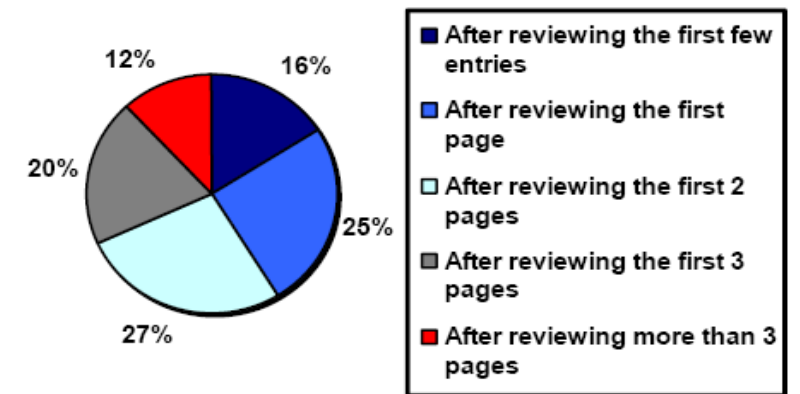


SEM: Search Behavior

- User Searches for
 - Informational Purpose – want **to learn** about something (~40% / 65%)
Low hemoglobin
 - Navigational Purpose – want to go to that page (~25% / 15%)
United Airlines
 - Transactional – want to do something (web-mediated) (~35% / 20%)
 - Access a service
Seattle weather
 - Downloads
Mars surface images
 - Shop
Canon S410
 - Gray areas
 - Find a good hub
Car rental Brazil
 - Exploratory search “see what’s there”

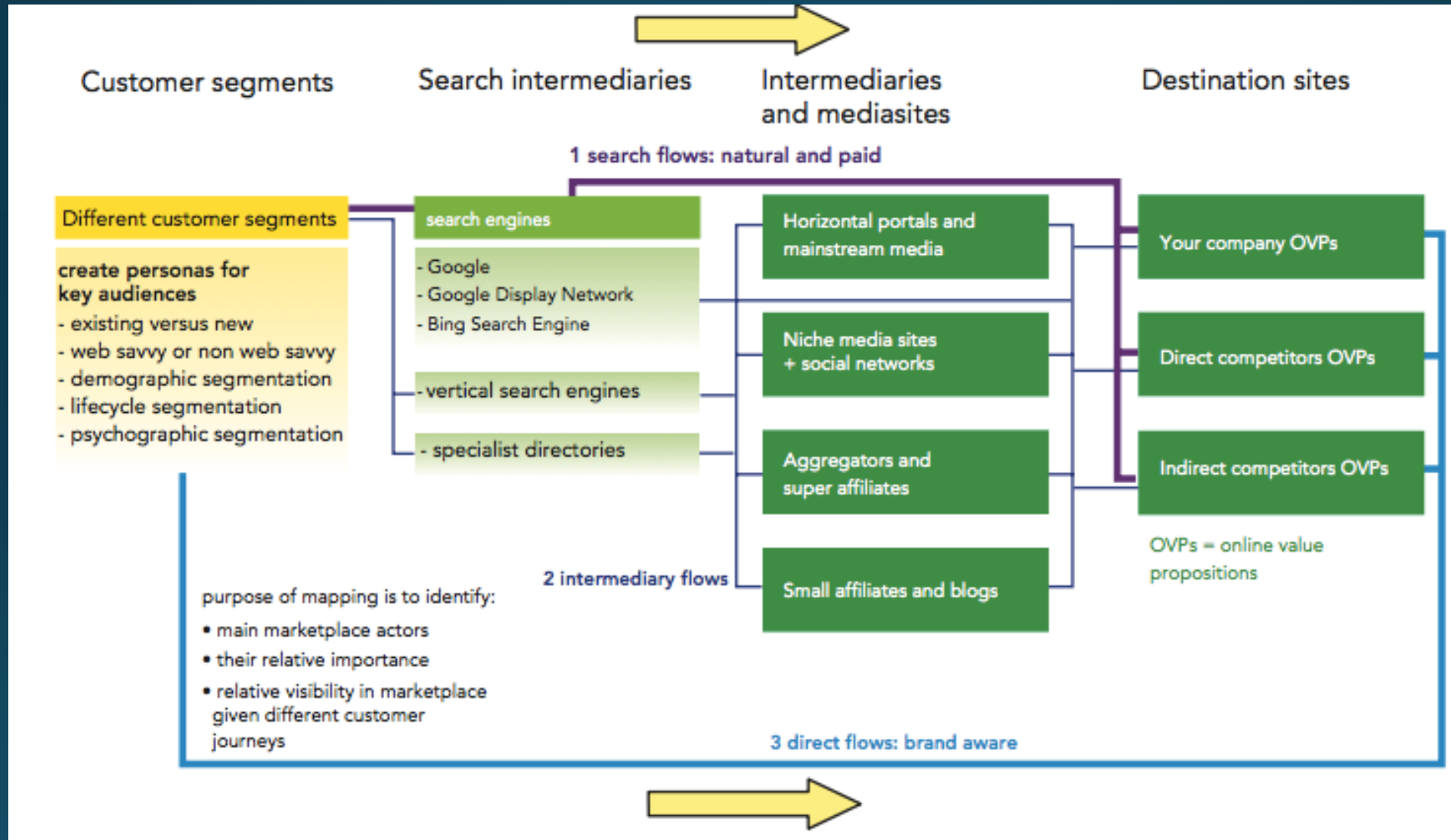


“When you perform a search on a search engine and don’t find what you are looking for, at what point do you typically either revise your search, or move on to another search engine? (Select one)”



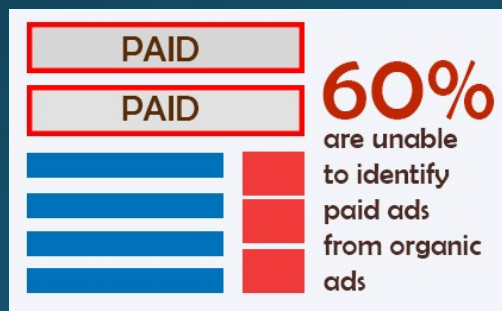
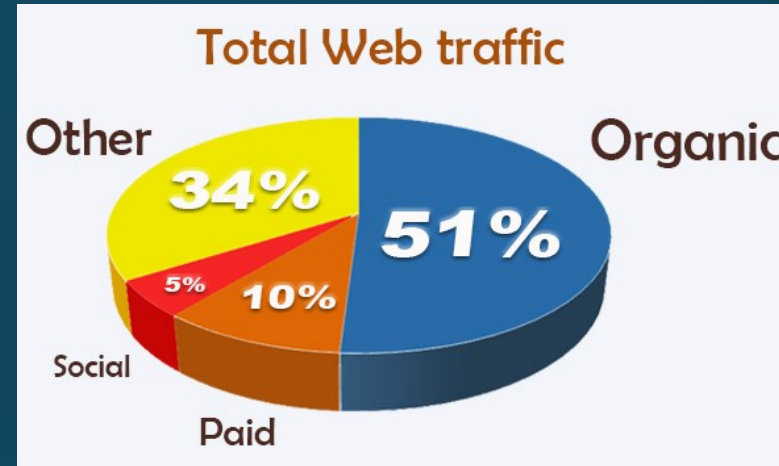
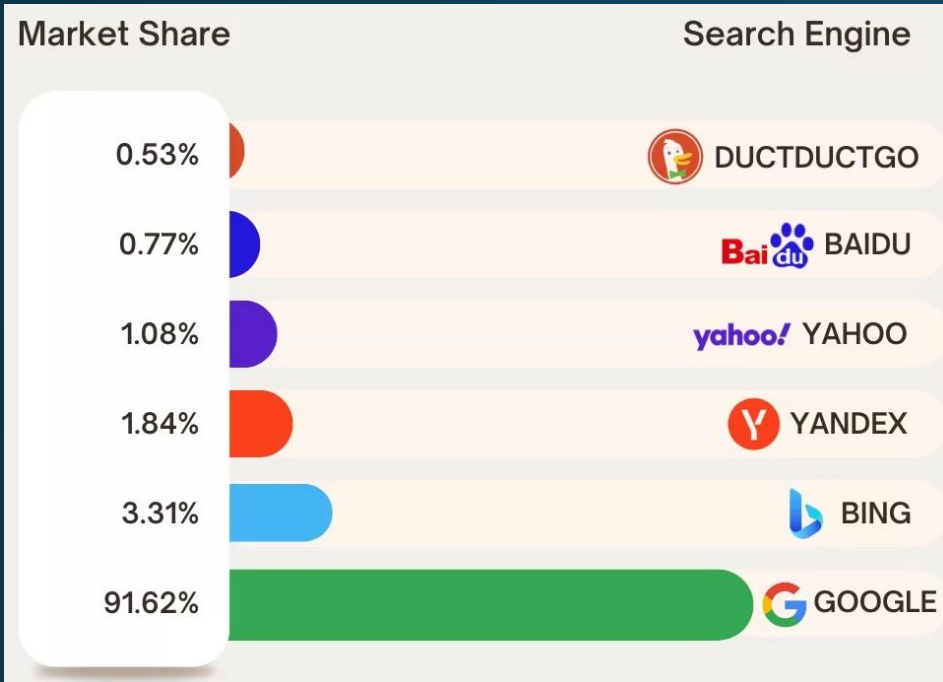
How far do people go for results?

SEM: Usage Pattern of Search Engines

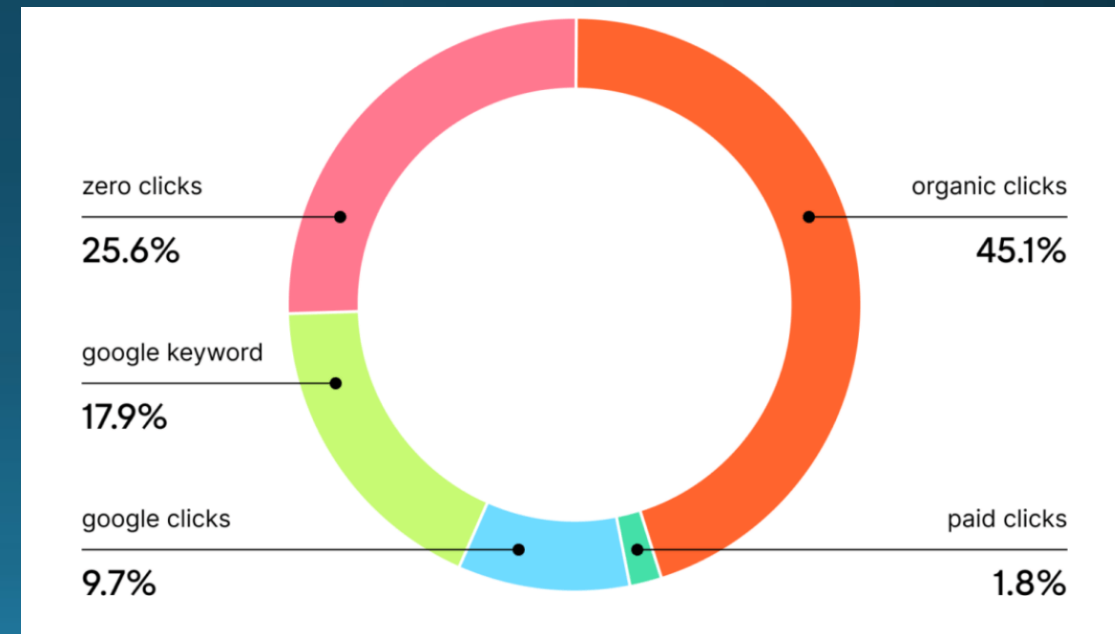


SEM: SE Economics

The projected global SEM market size is 200 Billion USD in 2024



Out of which, 70% considers SEM as Top Lead Generation tactic.



Google Search CTR

SEM: Paid Listing Types

- **Paid inclusions**

- Advertising programs where pages are guaranteed to be included in a search engine's index in exchange for payment.
- No guaranteed ranking
- Payment made on a **Cost Per Click (CPC)** basis: Advertisers pay to be included in the directory on a CPC basis or per-url fee basis with no guarantee of specific placement.

- **Paid placements**

- Advertising programs where listings are guaranteed to appear in organic listings.
- Attracts the higher the fee, the higher the ranking: eg **sponsored links** and **Google's Ad words**
- Can be purchased from a portal or a search network
- Search networks are often set up in an auction environment where keywords and phrases are associated with a cost-per-click (CPC) fee.
- Google and Overture are the largest network

SEM: Techniques of SEM

- **Pay-Per-Click (PPC)**

- Paid advertisements on platforms like Google Ads.

- **Ad Extensions:**

- Enhancing ads with additional information (eg, location, phone numbers)

- **Geotargeting:**

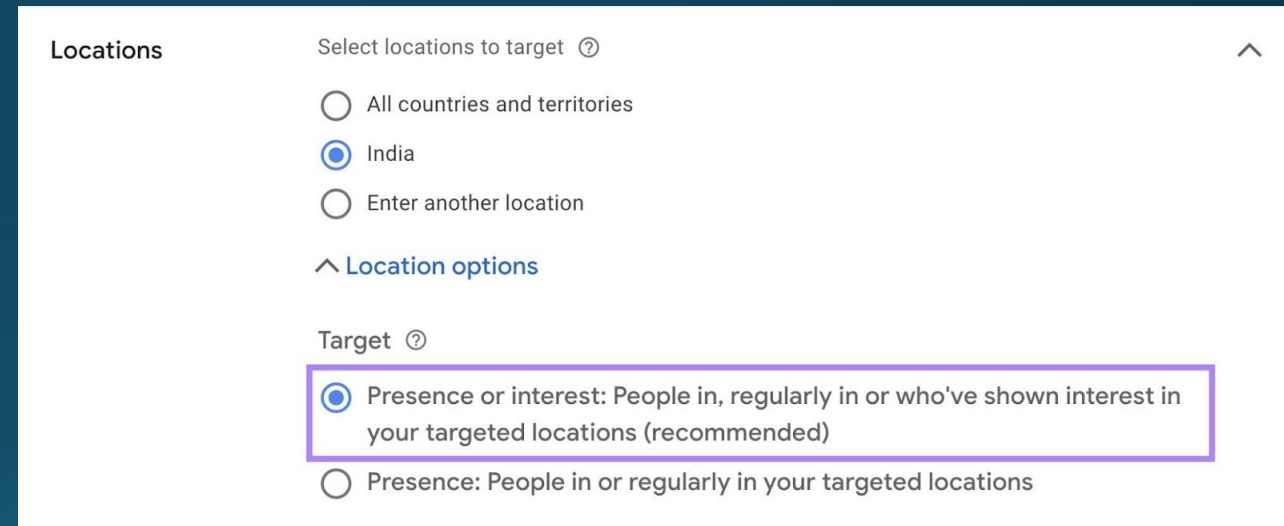
- Customizing ads based on users geography.

- **Remarketing:**

- Reengaging users who have previously visited the site.

- **Split Testing (A/B Testing):**

- Testing variations of ad copy or landing pages to target ads.



The screenshot shows the 'Locations' section of a Google Ads interface. It includes a title 'Locations', a subtitle 'Select locations to target' with a help icon, and a list of location options: 'All countries and territories', 'India' (selected), and 'Enter another location'. Below this is a link for 'Location options'. The 'Target' section, also with a help icon, contains two options: 'Presence or interest: People in, regularly in or who've shown interest in your targeted locations (recommended)' (selected and highlighted with a purple box) and 'Presence: People in or regularly in your targeted locations'.

Locations

Select locations to target ?

☐ All countries and territories

☒ India

☐ Enter another location

[^ Location options](#)

Target ?

☒ Presence or interest: People in, regularly in or who've shown interest in your targeted locations (recommended)

☐ Presence: People in or regularly in your targeted locations

SEM: Approach for intervention

Target your search campaign

- Choose the target area of your site
- Pick your target keywords

Assess your current situation

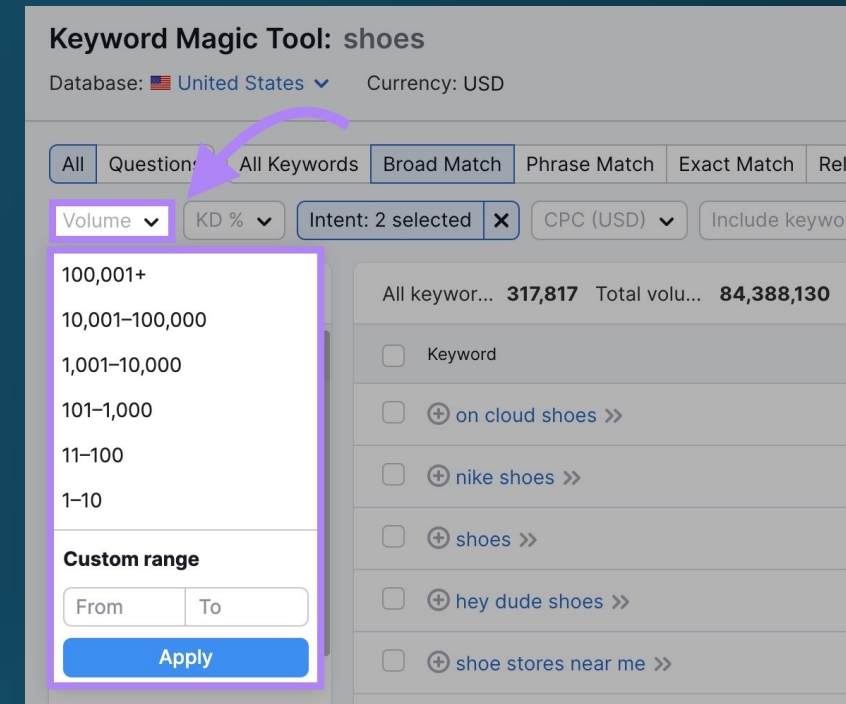
- Identify your search landing pages
- See if your existing landing pages are indexed
- Check your search rankings
- Check your competitors' search rankings
- See what traffic is currently coming

Calculate your opportunity

- Check your keyword demand
- Discover your missed opportunities
- Project your future traffic
- Project your future conversions

SEM: Keyword Research

- Start by conducting basic keyword research to discover relevant keywords using tools like Google's Keyword Planner, SEMrush, or Ahrefs.
- Focus on high-quality keywords that are relevant to your target audience.
- Trying to identify specific keywords, try to find ones that are within the sweet spot of search volume (not too high as they'll be too costly, and not too low as they may not have enough interest).
- Once found the right keywords, setting up ad campaigns can begin.



The screenshot shows a detailed view of the keyword research results. The 'Broad Match' filter is active, and the volume range is set to 'Vol: 1,001-10,000'. The results table lists various keywords with their respective metrics.

Keyword	Intent	Volume	KD %	CPC (USD)
adidas kids shoes	N T	9,900	43	0
adidas men shoes	N T	9,900	64	0
adidas shoes men	N T	9,900	64	0
adidas ultraboot shoes	N T	9,900	53	0
air force 1 shoes	T	9,900	64	0
air jordan golf shoes	T	9,900	40	0
airforce 1 shoes	T	9,900	62	0
amazon shoes for women	N T	9,900	32	0

SEM: Analyze Competitors

- Reviewing your competitors' ad copy can give you ideas to use when writing your own ad copy.
- Use these ads as inspiration for your campaigns.

Ads Copies 72 *i* Sort by: Number of keywords - descending Export

Salomon® Official Site ↗ ad https://www.salomon.com Shoes, Clothing, Gear & More — No Matter What the Adventure Salomon® Has Got You Covered. Shop the Full Collection Now. Exclusive Colors & Styles Available. Shop the Latest Collection Now. Largest Online Selection. Shop the Salomon Outlet. Types: Road Running Shoes, Trail Running Shoes. Keywords: 3 ^	Salomon® Official Site ↗ ad https://www.salomon.com Shoes, Clothing, Gear & More — No Matter What the Adventure Salomon® Has Got You Covered. Shop the Full Collection Now. Exclusive Colors & Styles Available. Shop the Latest Collection Now. Shop the Salomon Outlet. Largest Online Selection. Types: Skiing, Snowboarding, Running, Hiking. Keywords: 2 v	Salomon® Official Site ↗ ad https://www.salomon.com Built for Harsh Conditions — Salomon's Wide Range of Hiking Boots are the Perfect Fit for Your Next Outdoor Adventure. Lightweight, Sturdy, Protective, and Weather-Ready. Shop Our Collection of Hiking Boots. Keywords: 2 v	Salomon Feid Partnership ↗ ad https://www.salomon.com Salomon® Official Site — We are Excited to Create the Future of this Partnership as we Merge Fashion, Music & Sport. Whether on Stage or on the Trail, Feid has Always Put Salomon Footwear First. Learn More. Keywords: 2 v
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Keywords that trigger this ad to show 3 Export

Keyword	Position	Diff.	Block	Volume	CPC	Com.	Trend	Last Seen
salomon	1 → 1	0		74,000	1.22	1.00		3/6/2024
salomom	1 → 1	0		880	2.17	1.00		2/17/2024
salomonm	1 → 1	0		90	2.17	1.00		2/10/2024

SEM: Setting up PPC Campaign

- PPC campaigns are generally structured around central themes or topics that are tied to specific business outcomes.
- They are comprised of subsets of ad groups which are further broken down into individual ads.
- When it comes to paid ad spend, businesses are typically including multiple products they're selling with different objectives tied to each product, as ad targeting through paid search is much more granular.
- It's important to keep your campaigns and your ads organized for maximum efficiency.



SEM: Creating Ad

- Ads shall have compelling headlines that really speak to the search intent behind the keywords you're targeting.
- Highlight unique selling points (USPs) in description so that searchers can get a sense of what they can expect when they click on ad.
- Ad extensions are an effective way to maximize ads with relevant content that enhances the user experience.
- Some examples of ad extensions are sitelinks, phone numbers, callouts, structured snippets, and in some cases, user ratings.

This screenshot shows a sponsored search advertisement for ClickUp. The ad is labeled with several components: 'Sponsored' at the top left, 'ClickUp™' with its logo, and the URL 'https://www.clickup.com'. The main headline is 'All-In-One Project Management | ClickUp™ - Project Management'. Below the headline is the description: '800,000+ Teams Manage Tasks, Docs, Goals, And Projects In ClickUp™ To Be More Productive.' A box at the bottom highlights the ad extensions, which include 'ClickUp™ AI · Prioritise Team Tasks · Team Management · ClickUp™ BRAIN · ClickUp™ Docs' and a 'Deal: Up to 100% off Free Forever Plan · Code FreeForever'.

Sponsored

ClickUp™
https://www.clickup.com

Display URL

Headline

Description

Ad extensions

ClickUp™ AI · Prioritise Team Tasks · Team Management · ClickUp™ BRAIN · ClickUp™ Docs

Deal: Up to 100% off Free Forever Plan · Code FreeForever

This screenshot shows a sponsored search advertisement for Merrell. The ad includes the text 'Ad · https://www.merrell.com/' and a phone number '+1 800-288-3124'. The main headline is 'Merrell® Men's Hiking Shoes - Merrell® Official Site'. The description reads: 'Make Tracks on Any Trail with Merrell® Shoes and Clothing. Shop Online. Find Adventure Anywhere You Go with Merrell® Hiking Footwear. Buy Today. Free Shipping \$49+'. Below the main ad, there are two product recommendations: 'Men's Merrell' with the text 'Shop Men's Footwear, Clothing & More Today at Merrell!' and 'Men's Nova 2' with the text 'Sneaker-Light Comfort & Hiking Shoe-Like Durability. Shop Today.'.

Ad · https://www.merrell.com/ +1 800-288-3124

Merrell® Men's Hiking Shoes - Merrell® Official Site

Make Tracks on Any Trail with Merrell® Shoes and Clothing. Shop Online. Find Adventure Anywhere You Go with Merrell® Hiking Footwear. Buy Today. Free Shipping \$49+.

Men's Merrell
Shop Men's Footwear, Clothing & More Today at Merrell!

Men's Nova 2
Sneaker-Light Comfort & Hiking Shoe-Like Durability. Shop Today.

SEM: Optimize Landing Page

- Ensure landing pages are relevant to the ad copy that got users there in the first place.
- This will boost ad rank and quality score (potential to rank higher while paying less for target keywords), increase website traffic, and ultimately improve conversion rates.
- Some simple ways to improve landing pages is to include clear calls-to-action (CTA), implement responsive design for mobile users, optimize page speed, and quality content.



SEM: Manage bid strategy

- Before getting into budget allocation, its advised to start running ads in order to ascertain which bidding strategy yields the best results on that ad scenario.
- Generally, most ad platforms will allow to either enter manual bids for the keywords being targeted, or allow platforms to set the bids for clients.
- Automated bidding can be quite resource intensive, so for small businesses, it's better to start with manual bidding to gather data.
- For larger companies with more resources, they may want to skip ahead to automated bidding since it's more likely to yield clicks at a higher cost.
- Once the ad platform has collected sufficient data over time, the bid strategy can be refined to account for different segments such as devices, locations, time of day, and even customer affinity.



HOW TO DETERMINE A FRUITFUL BIDDING STRATEGY?



The key to do it successfully:

MAKE GOOD KEYWORD STRATEGY



Know your
Competitors



Bid Simulator



Estimating CPA &
Conversions

SEM: Allocate Budget

- Budget shall be focused on the highest performing ads and target them to your most relevant segments.
- For example, many B2B companies choose to allocate the majority of their budget to serving ads to desktops during working hours as there's a greater chance of conversion.

Quarter	Q1	Q2	Q3	Q4
Campaign type	Paid Search Display Advertising SEO Optimization	Paid Search Display Advertising Content Creation	Paid Search Social Media Ads SEO Optimization	Paid Search Email Marketing Remarketing
Budget allocation (\$)	\$10,000 \$5,000 \$2,000	\$12,000 \$6,000 \$3,000	\$10,000 \$5,000 \$2,000	\$12,000 \$5,000 \$3,000
Targeted goals	Increase CTR by 5% Grow Impressions Improve Rankings	Increase Conversions Expand Reach Publish 12 Blog Posts	Launch New Products Boost Brand Awareness Optimize for Mobile	Maximize Holiday Sales Promote Special Offers Re-engage Past Visitors

SEM: Refine and Optimize

- Measure the performance of ads on regular periodic reviews.
- Improve quality score to lower the total cost of ads showing up.
- Add extensions like sitelinks to highlight specific web pages, callouts to highlight specific features, call extensions for phone numbers, or even customized URLs to improve click-through rates (CTR).
- Implement remarketing to reinforce brand awareness and ensure ads are staying top of mind as they continue browsing onto other apps or pages.

<input type="checkbox"/>	Search term	Match type	Added/Excluded	↓ Clicks	Impr.	CTR	Avg. CPC	Cost
<input type="checkbox"/>		Broad match	None	11	473	2.33%	\$3.16	\$34.71
<input type="checkbox"/>		Broad match	None	2	7	28.57%	\$1.99	\$3.98
<input type="checkbox"/>		Broad match	None	2	6	33.33%	\$3.17	\$6.35
<input type="checkbox"/>		Broad match	None	2	1	200.00%	\$1.37	\$2.74
<input type="checkbox"/>		Broad match	None	2	2	100.00%	\$1.61	\$3.22

Keyword Phrase	Search Referrals
digital camera	1,412
snapshot digital camera	5,278
snap digital camera	4,044
digital camera reviews	0
compare digital cameras	0
best digital cameras	0
digital camera comparison	0
Total Search Referrals	10,734

SEM: Refine and Optimize

Keyword Phrase	Current Rankings			Projected Rankings Snap
	Kodak	Canon	Snap	
digital camera	12	15	45	10
snap digital camera	—	—	_3	1
snapshot digital camera	—	—	3	1
digital camera reviews	—	10	—	15
best digital cameras	—	—	—	30
compare digital cameras	12	15	—	8
digital camera comparison	8	17	—	10

Projected Ranking Matrix

Keyword Phrase	Keyword Demand	Actual Search Referrals	Share of Search Traffic	Missed Opportunities
digital camera	2,942,328	1,412	0.05%	2,940,916
snapshot digital camera	10,734	4,044	38%	6,690
snap digital camera	13,735	5,278	38%	8,457
digital camera reviews	157,533	—	0%	157,533
compare digital cameras	22,717	—	0%	22,717
best digital cameras	39,303	—	0%	39,303
digital camera comparison	26,099	—	0%	26,099
Totals	3,212,449	10,734	0.33%	3,201,715

Missed Opportunity Matrix

SEM: Refine and Optimize

Keyword Phrase	Yahoo! Searches	× 2.2 =	Keyword Demand
digital camera	1,337,422		2,942,328
snapshot digital camera	4,879		10,734
snap digital camera	6,243		13,735
digital camera reviews	71,606		157,533
compare digital cameras	10,326		22,717
best digital cameras	17,865		39,303
digital camera comparison	11,863		26,099
Totals	1,460,204		3,212,449

Keyword Demand Matrix

Multiplying the Yahoo! total by 2.2 yields a relatively accurate number of total worldwide searches in the major search engines in 2023.

Added Monthly Search Referrals		30,722
Multiply by:	Conversion rate	0.02
	Added monthly sales	614
Multiply by:	Average transaction price	\$348
	Added monthly revenue	\$213,672
Multiply by:	12 months	12
	Added yearly revenue	\$2,564,064

Referral Projection

Keyword Phrase	Monthly Keyword Demand	Current Monthly Visits		Current Rank	Projected Rank	Projected Monthly Search Referrals	Added Search Referrals	
digital camera	2,942,328	1,412	0.05%	46	10	0.50%	14,711	13,299
snapshot digital camera	10,734	4,044	38%	3	1	50%	5,367	1,323
snap digital camera	13,735	5,278	38%	3	1	50%	6,867	1,589
digital camera reviews	157,533	—	0.00%	—	15	0.25%	394	394
best digital cameras	22,717	—	0.00%	—	30	0.10%	23	23
compare digital cameras	39,303	—	0.00%	—	8	1.50%	590	590
digital camera comparison	26,099	—	0.00%	—	10	0.50%	130	130
Total	3,212,449	10,734	0.33%			0.87%	28,082	17,348

Performance & Projection

SEM: Benefits and Issues

Benefits

- **Quick Results:** Immediate visibility compared to SEO.
- **Target Reach:** Specific audiences based on demographics, keywords and location
- **Measurable Results:** Data driven ROI, CTR and CPC projections
- **Cost Effective:** If optimized, flexible budget allocation possible based on goals.

Issues

- **Costly for Competitive Keywords:** High CPC for popular keywords.
- **Time-consuming Optimization:** Requires consistent monitoring, tweaking and adaptations.
- **Dependency on Budget:** Ads stop immediately as budget is exhausted
- **Click Fraud Risks:** Competitors or bots clicking ads to exhaust budgets

Misconceptions

- SEM is same as SEO.
- SEM guarantees sales.
- The higher the ad spend, the better the results.
- SEM is only for big businesses.

SEM: Tools used

- **Keyword Research Tools:** Google Keyword Planner, SEMrush, Ahrefs.
- **Ad Management Platforms:** Google Ads, Bing Ads, Amazon Advertising.
- **Analytics and Reporting Tools:** Google Analytics, HubSpot, Adobe Analytics.
- **Competitor Analysis Tools:** SpyFu, SimilarWeb.
- **Campaign Optimization Tools:** Optmyzr, Adzooma.

