**SYED YUREED HAIDER ASSIGNMENT**

**2 – WEBSITE PLANNING & CREATION**

Understanding the importance of a website

Planning and conceptualizing a website

Types of Websites

Understanding domain extensions and web hosting

Buying Domain and Hosting

Understanding different types of technologies (CMS)

Setting up domain and hosting (Connecting both)

Installing WordPress

Overview of WordPress dashboard

Planning a website

Creating a simple website

Assignment #1

Introduction to page builders

Basic themes and plugins

Assignment #2

Making an E-commerce Websites

Assignment #3

WordPress/Website Security

Installing WordPress through FTP

Introduction with Cpanel

Changing WordPress Password/Username

Databases

Final Project

**4 – PPC & ADWORDS MARKETING**

Understanding PPC (Pay Per Click) marketing

Overview of Adwords and Microsoft Adcenter

Understanding Adwords

Learning Account Structure

Campaigns, Ad groups, keywords, ads, etc.

Types of advertising campaign –Search, display campaign, shopping campaign and video campaign

Difference between search and display campaign

Understanding targeting options for both search and display campaigns

Understanding Adwords algorithm

How does Adwords rank ads on SERP

Understanding their adrank in detail

Understanding about quality score

Why QS (quality score) is important

What is CTR

Why CTR is important

Understanding bids

Learning all types of bids from flexible bidding to enhanced CPC.

Creating search campaigns

Types of search campaigns

Shopping campaign

Merchant center

Creating 1st Adwords search campaign

Setting targeting and keywords for the live campaign

Understanding location targeting

Setting bidding strategy

Making the campaign go live

Understanding bidding structure

Manual bidding

Auto bidding

Advanced level bidding strategies

Enchanced CPC

CPA (Cost per action)

What is flexible bidding

Advanced details about bidding strategies

Understanding ad extentions

Adding ad extentions in the campaigns

Creating adgroups

Creating adgroups using tools

Benefits of having adgroups

Understanding keywords

Using keyword planner

Finding relevant keywords

Types of keyword matches

Adding keywords in adgroups

Examples of keyword matches and their pros and cons

Creating ads

Understanding ad metrics

Display and destination URL

How to write a compelling ad copy and headline

Best and worst ad examples

Tracking performance of ads using conversions

What is a conversion?

What is conversion tracking?

How to setup conversion tracking

Adding tracking code on the destination website

Checking stats of conversions

How to keep track of goals

Optimization of Search campaigns

Important metrics to evaluate the campaigns

Importance of CTR

How to increase CTR of an ad

Relationship of CTR with CPC

Importance of QS

How to improve QS of an ad

How to analyze the performance of keywords

How to add negative keywords

Importance of adding negative keywords

How to decrease CPC

Analyzing competitors performance Creating Display campaigns

Types of display ad campaigns

Creating 1st display campaigns

Targeting options (placement, location and other options)

Ad-scheduling

Ad-delivery options

Using display planner tool

Creating banners

Uploading banners and size measurements Remarketing