**DAILY ASSESSMENT FORMAT**

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| **Date:** | **16-06-2020** | **Name:** | **Rohan Shetty** |
| **Course:** | **Digital Marketing** | **USN:** | **4al17ec079** |
| **Topic:** | **Be noticed with search ads**   * **introduction to search engine marketing** * **the SEM auctions** | **Semester & Section:** | **6th & ‘B’** |
| **GitHub Repository:** | **rohan-shetty-online-courses** |  |  |

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| **FORENOON SESSION DETAILS** |
| **Image of session** |
| **Report:**  **introduction to search engine marketing:**  Traditional advertising broadcasts a message to the world at large. But search engine marketing targets a very specific group of people – those actively looking for your products and services. In this video, you'll learn:   * what SEM is * how it works * why it works so well.   SEM lets you use this space to advertise to potential customers when they search for certain words and phrases relevant to your business. These are known as keywords.  Another really unique thing to know about SEM is the advertiser only pays when someone clicks on their ad. So if your ad appears, but no one clicks on it, you won’t be charged.  Yes, you heard that right! That’s why it’s called “pay-per-click” advertising.  Let's say you’re a wedding photographer. You may want your ads to show when someone searches for wedding photographer Cardiff. But you’ll only pay if the searcher clicks on your advert.  That’s the big difference when comparing SEM to traditional forms of advertising, like ads in newspapers and magazines, or billboard posters. If you advertise wedding photography using those, the ad is shown to a bunch of people… whether or not they want wedding photos. And you pay no matter what.  **the SEM auctions:**  When advertisers compete to show ads on the same search results page, search engines use an auction to determine which ads appear and in what order. But there’s more to consider than just the price. In this video, we’ll talk through:   * how an SEM auction works * factors that influence the outcome * a detailed example.   Search engine marketing is based on an auction system. So in this video, we’ll discuss how the auction works, and look at an example to help you figure out how to use SEM in the best way for your business. Let’s start with a search for a common service—say, wedding photography. Take a look at the results page.  In the centre you’ll see organic listings - listings that weren’t paid for. And at the top and down the right column you’ll see the paid ads.  Search engines limit the number of slots adverts can appear in on an individual page. Advertisers then compete in an auction for those slots.  So, after you search for wedding photography, you see the outcome of the auction. The adverts that “win” appear in more desirable slots on the results page - usually that means near the top. The “runners-up” appear in lower slots. Alright, you’re probably wondering: how does the auction work? Well, like most auctions, you place a bid, which influences your performance in the auction. But it’s not all about your bid. In this auction, the relevance of your adverts is crucial as well. So, success in the auction means having a competitive bid, as well as strong relevance. Getting both of these right is the recipe for success in SEM.  Let’s look at both of these factors, starting with the bids in the auction. Say you’re willing to pay up to £2 when people click on your ad after searching for wedding photography. This price is often called your maximum cost per click, or Max CPC. If your competitors only got a Max CPC of, let’s say, £1, you’ll have a higher bid, meaning you’ll be “ahead” in the auction. Keep in mind: businesses can change their Max CPCs at any time, so you’ll need to keep an eye on your bids regularly to ensure you’re getting the performance you want.  But as I said earlier, there’s more to the auction than just the bids. The other big factor is relevance. This is a measure—normally rated from 1 to 10—of how closely your ad relates to what a person searched for. Search engines such as Google and Bing refer to this as your Quality Score. |

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