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Search Engine Marketing

STMI/NUS, 2H 2020

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NUS
National University
of Singapore

Do you have experience in Search Engine Marketing?

Yes

No

2

SEM: Learning Outcome



Understand Search
Engine Marketing =
Capturing Intent



Introduction to
Google Ads
Interface



Apply concepts
learned in project

3

Recap

Owned Media



- Conversion & Lead Generation
- Analytics: Google Tag & Facebook Pixel

Paid & Earned Media

SEO
Organic

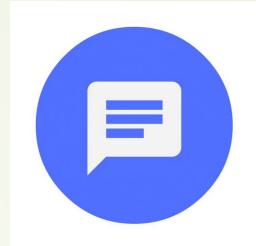
SEM
Paid

Social
Organic

Social
Paid

Other
Channels

Core Message



1



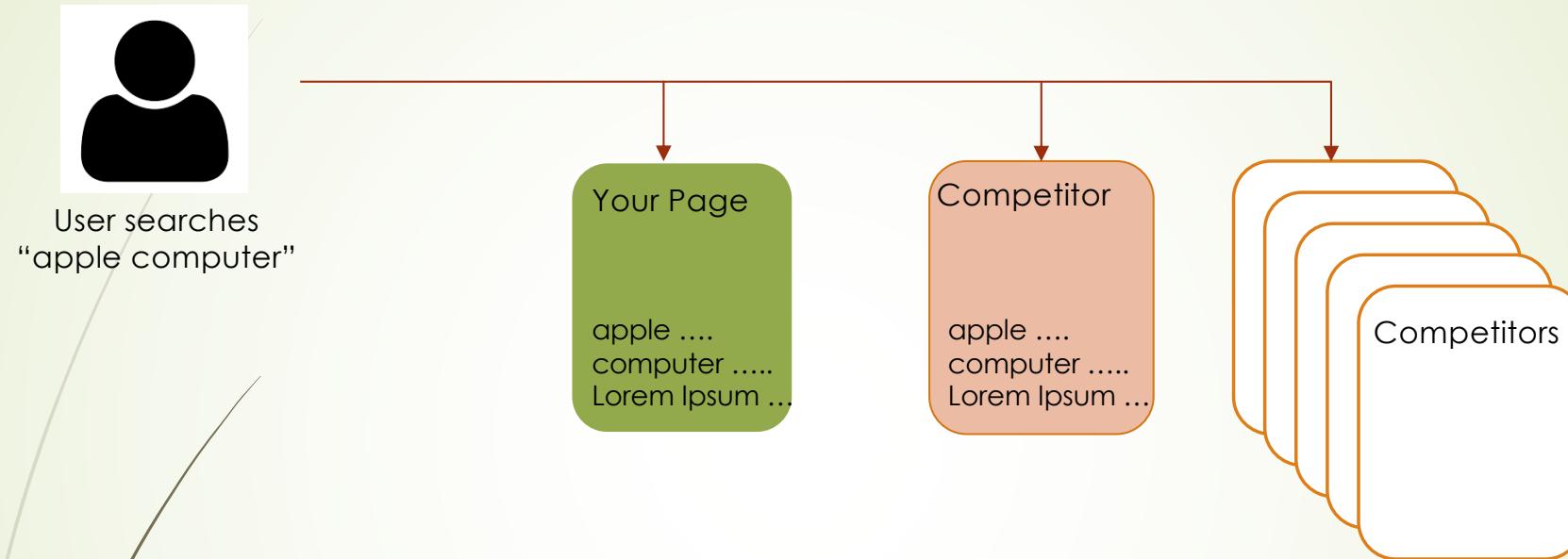
3

2

Audience

4

SEO: “To be Found”



SEO: You are competing with other websites for keywords relevant to your business objectives

Relevance of Webpages

1. Keyword density (frequency)
2. Adjacency
3. In title, URL, excerpt, headings ...?
4. In meta info?

Quality of Content

1. PageRank (Authority)
2. Trust
3. Black / white list
4. ...

Usability

1. Speed (PageSpeed)
2. Mobile Responsive
3. Security (<https://>)
4. ...

SEM - Paid

Bid (& pay) for suitable keywords – to capture “intents”

Google Search Results for "bali holidays":

- Club Med™ Bali Beach Resort - Culture on your doorstep**
^[Ad] www.clubmed.com.sg/Indonesia/Bali ▾
 Enjoy delectable al fresco dining at the floating restaurant, a taste of heaven.
 Awesome Holiday · Paradise · Celebrate Love · Premium & All-Inclusives
 Styles: Romantic, Authentic, Beach Holiday
Wellness Activities Bars
 Restaurants Activities
- Bali Holidays - Expedia's Best Price Guarantee - expedia.com.sg**
^[Ad] www.expedia.com.sg/Book_Your_Hotel/Bali_Holidays ▾
 4.0 ★★★★☆ rating for expedia.com.sg
 Instant Confirmation. Book Today! Book Flight & Hotels to Bali.
 Types: Spa Holidays, Family Holidays, Luxury Holidays, Very Cheap Holidays, All Inclusive Holidays, ...
 Book Hotel+Flight & Save · Discount Holidays · Book Early & Save · Weekend Getaways
- Bali holidays - Top 10 hotels in Bali - tripadvisor.com.sg**
^[Ad] www.tripadvisor.com.sg/Bali/TopHotels ▾
 Save money & book directly with TripAdvisor, the world's largest travel website.
- Bali Holidays Deals - Save up to 70% on Holidays - luxuryescapes.com**
^[Ad] www.luxuryescapes.com/Bali/deals ▾
 Escape to Your Dream Destination. Sign up for Exclusive Luxury Travel Deals!
- Bali Holidays 2017/2018 | Bali All Inclusive Holiday Packages | Virgin ...**
<https://www.virightholidays.co.uk/destinations/asia-and-far-east/bali-holidays>
- Bali Holidays | Deals & Holiday Packages for Bali in 2017 - TravelOnline**
<https://www.travelonline.com/bali/holiday-packages.html> ▾
 Bali is a holiday destination popular the world over for its golden beaches, rich culture, heritage and history as well as its beautiful weather and friendly people.
 Family Holidays · Honeymoon Packages · Bali Resorts

“Intent”

Valuable intelligence revealed in Web search, not available to traditional media channels

What do these searches tell you, and who should pay attention?

1. Bali holiday
2. Diabetes
3. Digital marketing
4. CPF withdrawal

What are the keywords relevant to your product?

Case Study: Manitobah Mukluks

<https://www.youtube.com/watch?v=zaJfkHGxaOI>

- ▶ Most consumers don't know what a Mukluk is ... We have to find a way to get in front of people who are looking for warm *winter boots*, *authentic boots*, *comfortable slippers* ...
- ▶ .. so that we could find those consumers and they could find us
- ▶ It democratizes commerce. It allows us the same level of exposure as *million-dollar competitors*.

"Same Level of Exposure"



Management Team

- Hamilton Lau
Chief Executive Officer
- Dr Lubna Alsagoff
Director of Curriculum
- Lynette Ann Liew
Director of Teaching and Quality Management
- Michelle Chen
Director of Planning and Resourcing, Customer Service and Enrolment
- Justin Leow
Head, Centre and Teaching Excellence

Academic Team

- Jay Pillai
Head of English Curriculum
- Goh Wan Mei
Head of Mathematics Curriculum

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Web Page

tuition

All Maps News Videos Images More Settings Tools

About 143,000,000 results (0.61 seconds)

Ad · www.eduztuition.com/ ▾ 9062 5285 Ranking above Learning Lab

Eduz Tuition - Beyond Education (arrow pointing to this link)

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Search Ads

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The First Step: Keyword Planner

Google Ads | Keyword plan

Locations: All locations Language: English Search networks: Google and search partners

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123-456-7890 john@doe.com G

Keyword ideas Plan overview Ad groups Keywords Locations

Keyword ideas DOWNLOAD KEYWORD IDEAS Last 12 months Sep 2017 – Aug 2018

Search volume trends

Total Mobile

10M

5M

0

Sep 2017 Oct 2017 Nov 2017 Dec 2017 Jan 2018 Feb 2018 Mar 2018 Apr 2018 May 2018 Jun 2018 Jul 2018 Aug 2018

Found 324 keyword ideas

Exclude adult ideas Add filter FILTER COLUMNS RESET

<input type="checkbox"/> Keyword (by relevance)	Avg. monthly searches	Competition	Ad impression share	Top of page bid (low range)	Top of page bid (high range)	Account status
<input type="checkbox"/> how to	1,000,000		Low	—	\$0.05	\$6.36
<input type="checkbox"/> how t	49,500		Low	—	\$0.29	\$8.94
<input type="checkbox"/> how to do	49,500		Low	—	\$0.06	\$0.85
<input type="checkbox"/> how tl	8,100		Low	—	\$2.54	\$7.76
<input type="checkbox"/> how to t	6,600		Low	—	—	—
<input type="checkbox"/> how tos	4,400		Low	—	\$0.01	\$10.50
<input type="checkbox"/> how to how to	5,400		Low	—	—	—



Google Ads

Select a campaign type ?

Search



Reach customers interested in your product or service with text ads

Display



Run different kinds of ads across the web

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Smart



Reach your business goals with automated ads on Google and across the web

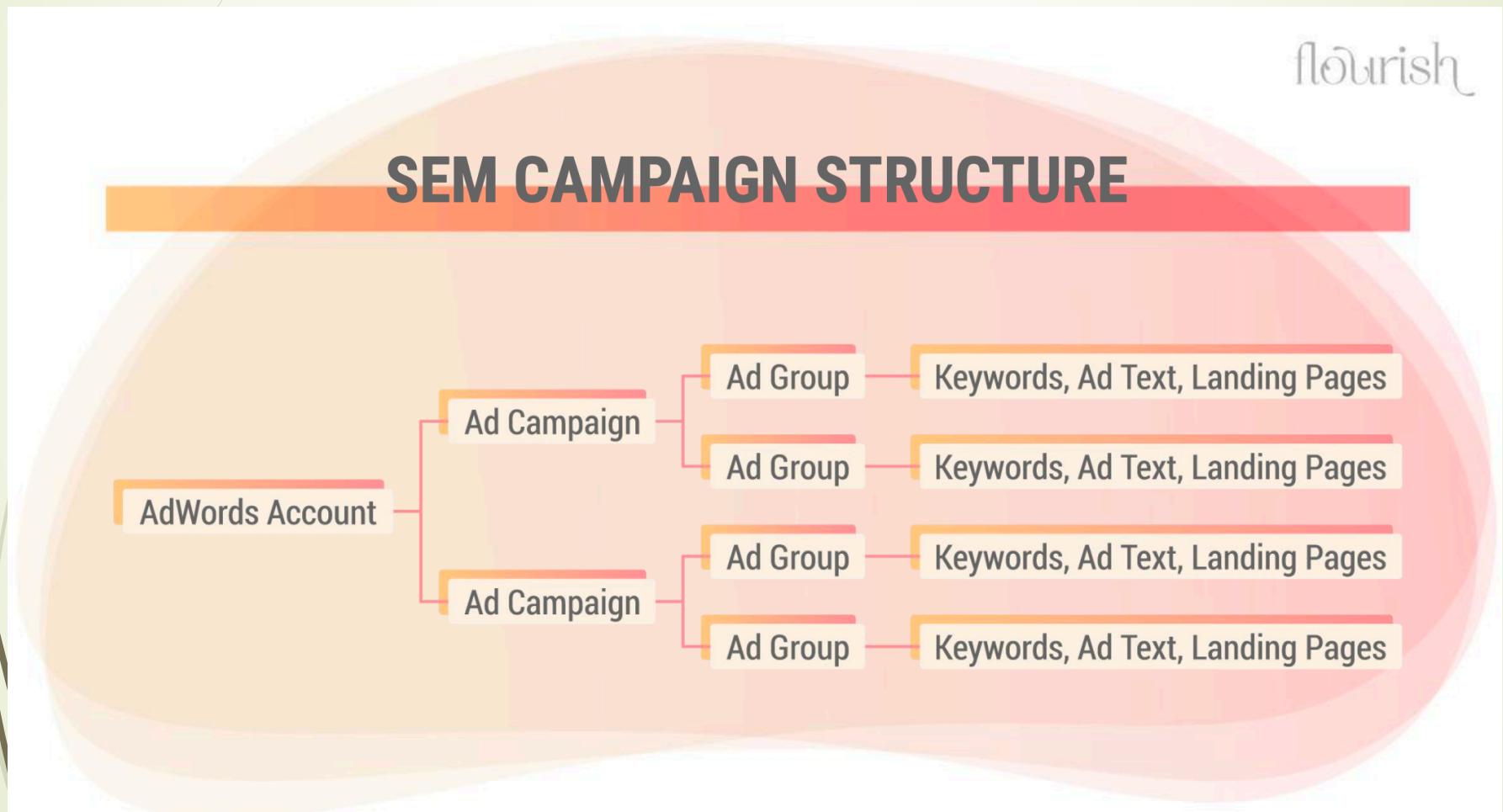
Discovery



Run ads on YouTube, Gmail, and more

Google
Ads

Campaign Structure



Source: Thrive

Inside Google

1. Keyword Planner
2. Keywords
3. Negative Keywords
4. Search Terms
5. Audiences
6. Demographics
7.
8. Auction Insights
9. Adwords Express

SEM - Execution

- ▶ Choose right keywords (>1000)
- ▶ ... to capture Intent
- ▶ Pay Per Click (PPC, or CPC)
- ▶ Analyze & Iterate

Keyword (by relevance)	Avg. monthly searches	Competition	Suggested bid
volvo	1M – 10M	Low	\$\\$0.78
volvo xc90	100K – 1M	Low	\$\\$2.14
volvo xc60	100K – 1M	Medium	\$\\$1.36
volvo v40	100K – 1M	Low	\$\\$0.69
volvo s90	100K – 1M	Low	\$\\$1.73
volvo v70	100K – 1M	Low	\$\\$0.41
xc90	100K – 1M	Low	\$\\$1.21
volvo xc70	10K – 100K	Low	\$\\$0.59

Options

- ▶ Hire SEM Consultants
- ▶ Use Google Ads, Adwords Express and Keyword Planner

Why choose Google AdWords Express?

AdWord Express offers online advertising for all businesses looking to increase their site traffic and get more transactions on their website locally or globally. It's perfect for the one-person marketing team, or if you don't need all the features of AdWords.



Get up and running quickly.

Just set up your account and we'll manage where and when your ads appear on Google. No keywords to choose, no online marketing strategies needed, and no ongoing maintenance — so you can spend less time on advertising and more time with your customers.



Tell your story.

Simply write three lines about your business. We'll create your ad and automatically show it to people looking for what you offer. See how it works.



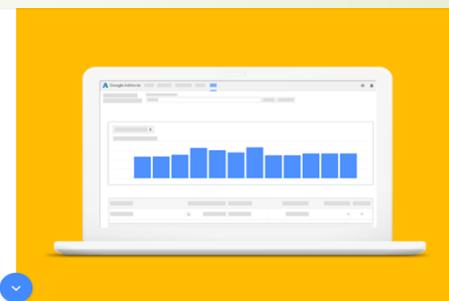
Only pay for results.

You'll only pay when potential customers visit your website or give you a call. And you can adjust your budget at any time. See pricing.

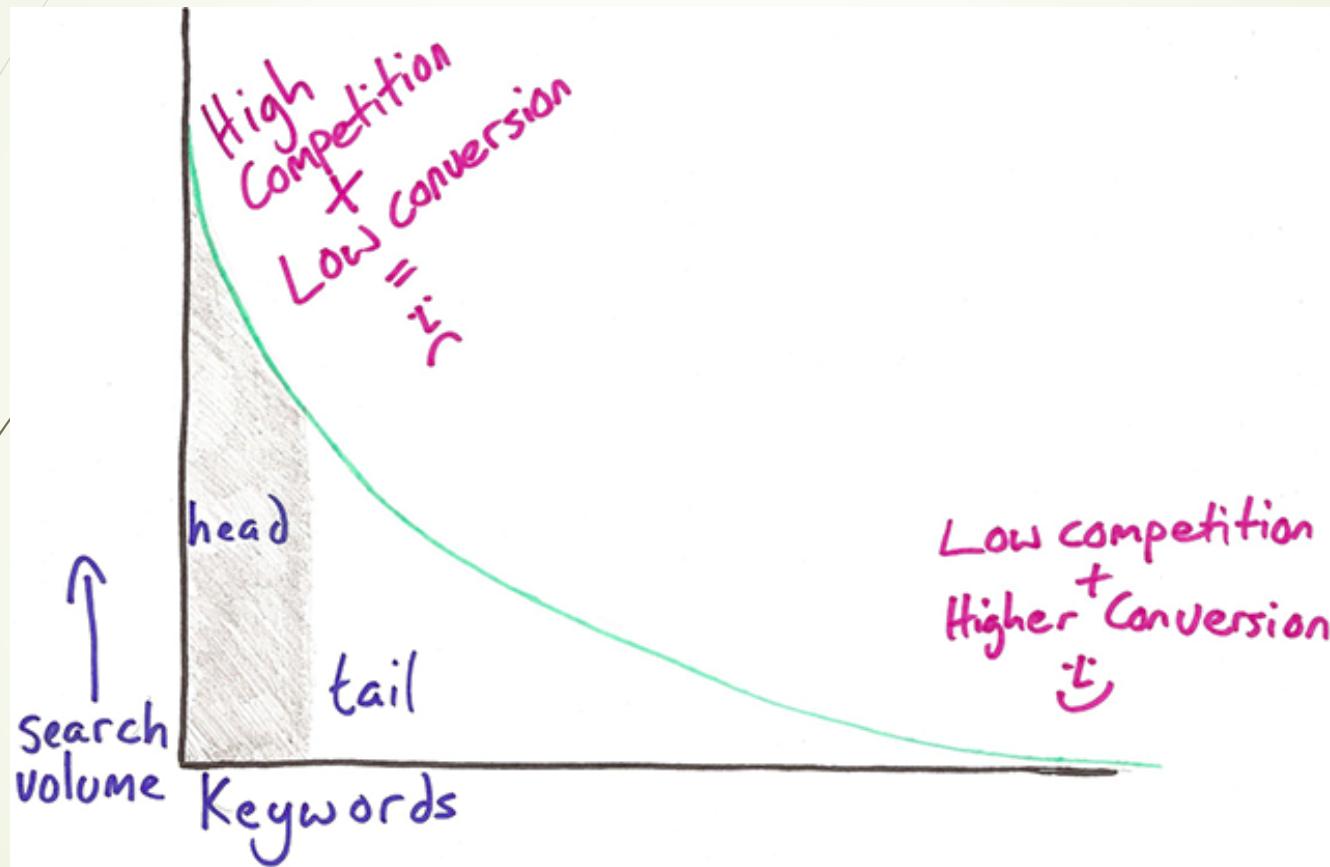
Reach the right customers with the right keywords.

Get keyword ideas to help build your campaigns with the AdWords Keyword Planner.

[START USING KEYWORD PLANNER](#)



Recap: Long Tail Keywords



More “generic” keywords
→ more competitive bidding, higher CPC

SEM – Quality Scores

- ▶ Google wants to deliver:
 - ▶ Relevant advertising results to web users
 - ▶ Relevant audience to advertisers
- ▶ To achieve the objectives, Google uses “Quality Score”, determined by:
 - ▶ Click Through Rate of your keywords (CTR)
 - ▶ Relevance of each keyword to its ad group
 - ▶ Landing page quality and relevance
 - ▶ Relevance of your ad text
 - ▶ Your historical account performance
- ▶ The better your Quality Scores, the less you pay per click.
- ▶ Of course, you still bid against other advertisers.
- ▶ It is a brilliant model, making advertisers work to deliver more relevant ads (better relevance), and generate higher income for Google (through bidding).



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Class Matters

Assignment: Search Engine

- ▶ Submit **A2: Search Engine** on LumiNUS Quiz by noon, 7 Sep.

P2: Search Engine

1. The Company
 - ▶ Elevator Pitch (less than 50 words)
 - ▶ Business Model Canvas
2. The Campaign (Product)
 - ▶ First 3Ps (Product, Price, Place)
 - ▶ Target Audience – if multiple targets in canvas, identify 1 to focus on
 - ▶ Key Performance Indicators
3. Marketing Message and Customer Validation
 - ▶ Key Marketing Message (slide 1, 2, 6, 10 of Minto Pyramid)
 - ▶ Ongoing: Customer Validation (interview/survey)
4. Search Engine
 - ▶ Perform an “audit” on client’s SEO and suggest improvements
 - ▶ SEM: suggest Head (~10) & Long Tail Keywords (> 10) – related to key marketing message
 - ▶ Estimate bids from Keyword Planner
 - ▶ Create sample ads: headlines, descriptions, landing pages

Submit to “Search Engine” folder before the deadline

Document Title: Name of Client

Cover Page: Name of Client & Team Members