

Web Developer

HTML, CSS e Strumenti di Digital Marketing
(SEO, SEM, SEA)

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Search Engine Advertising

Targeted paid marketing

Shadi Lahham - Web development

Search Engine Advertising

SEA: Search Engine Advertising

SEA, a subset of SEM, specifically focuses on the paid advertising component of increasing online visibility

By utilizing paid campaigns, businesses can effectively drive targeted traffic to their websites and achieve measurable marketing objectives

Popular platforms for SEA campaigns include Google Ads and Bing Ads, which allow advertisers to bid on relevant keywords and display their ads prominently in search engine results

Google ads

pay-per-click advertising platform

Google ads

[Google ads](#) is a powerful pay-per-click (PPC) advertising platform for creating and managing paid search ads, display ads, and video ads on google's network, allowing for targeted advertising to reach potential customers,

Google's [keyword planner](#) helps in researching and selecting relevant keywords for campaigns to optimize ad performance and reach

Google ads

Create and manage paid ads

develop and run effective paid search, display, and video ads on Google's network

Target specific audiences

reach potential customers based on their interests, demographics, and behaviors

Track campaign performance

measure the effectiveness of your campaigns by tracking metrics like clicks, impressions, and conversions

Budget control

set budgets to ensure effective spending on campaigns

Google ads

PPC Advertising

google ads operates on a pay-per-click model, meaning advertisers only pay when someone clicks on their ad, offering a cost-effective way to reach potential customers since charges occur only when the ad generates engagement

Keyword Bidding

advertisers bid on specific keywords relevant to their products or services, and when users conduct searches using these keywords, google's algorithm determines which ads to display based on factors such as bid amount, ad quality, and relevance

Google ads

Ad Placement

google offers diverse ad placement options across its network, including search results pages, websites in the display network, video ads on youtube and partner sites, and app promotion ads on various google properties, allowing advertisers to reach their target audience through different channels and formats, maximizing visibility and engagement potential

Ad Formats

- Search Ads - Text ads on Google search results
- Display Ads - Visual ads on Google's website network
- Video Ads - Ads on YouTube and video partners
- App Ads - Mobile app promotions across Google platforms

Google keyword planner

Google's [keyword planner](#) is a free tool within google ads for researching and analyzing keywords, helping users discover keyword ideas, view search volume data, and forecast keyword performance

this tool is valuable for optimizing content, improving both seo and sea, and creating effective ad campaigns by offering insights into popular search terms and their competitiveness, enabling data-driven marketing decisions

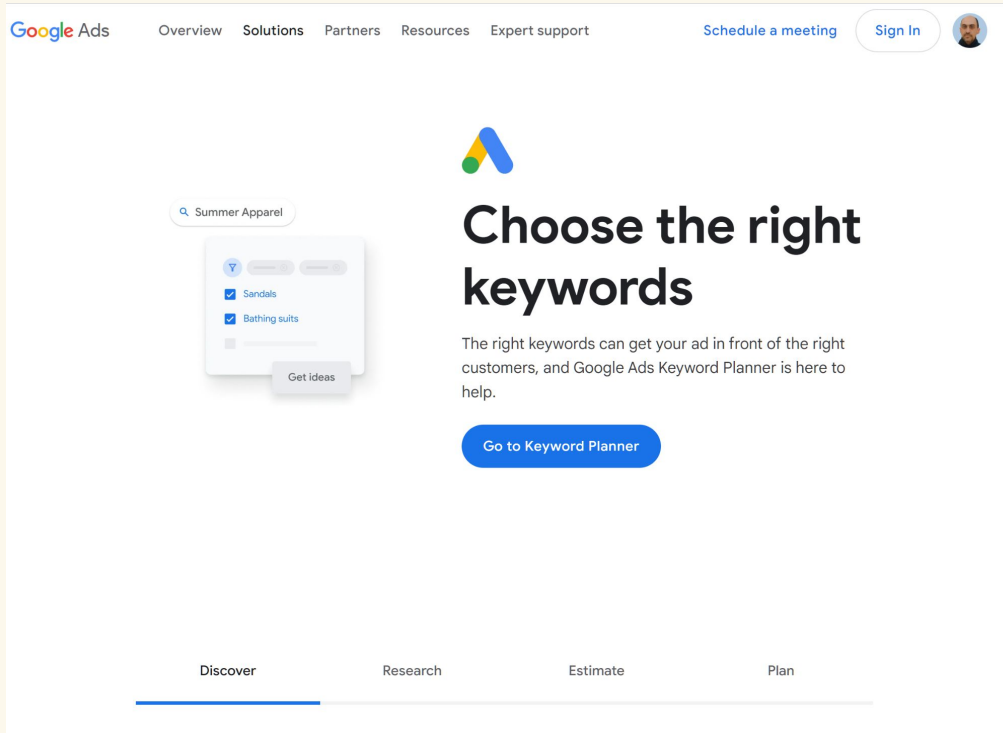
[How to use google keyword planner](#)

[\[Video\] Google keyword planner - 2023 tutorial](#)

Google ads campaign

step by step guide



1. Disable blockers & bypass credit cards



Before using google Ads, remember to turn off any ad-blocking extension or service before accessing Google Ads


Use the [Keyword Planner](#) tool to sign up without entering a credit card

2. Create account


 Create your account Help 

Confirm your account settings


This information will be used to create your account. You can't change these settings later, so choose carefully.

 Billing country


Italy

 Time zone

(GMT+02:00) Italy Time

 Currency

Euro (EUR €)

Want personalized guidance from a Google Ads expert by phone or messaging app? 

☐ Yes ☒ No

Get tips, promo offers, testing and feedback opportunities, and new feature invitations by email

☐ Yes ☒ No

Enter your information to complete the account creation process

3. Create campaign

× New campaign [Help](#) [Notifications](#)

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

App promotion

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

Awareness and consideration

Reach a broad audience and build interest in your products or brand

Local store visits and promotions

Drive visits to local stores, including restaurants and dealerships.

Create a campaign without a goal's guidance

Choose a campaign type first, without a recommendation based on your objective.





[Cancel](#) [Continue](#)

© Google, 2024.


Click the "+" sign to create a new campaign and select your campaign type

We will select to create a campaign without goal's guidance to have more control over the process


4. Campaign type & results

×  New campaign   


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](#)




Demand Gen
Drive demand and conversions on YouTube, Discover and Gmail with image and video ads




Display
Reach customers across 3 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



App
Drive downloads and grow engagement for your app



Smart
Reach customers with a one-stop solution built for small businesses

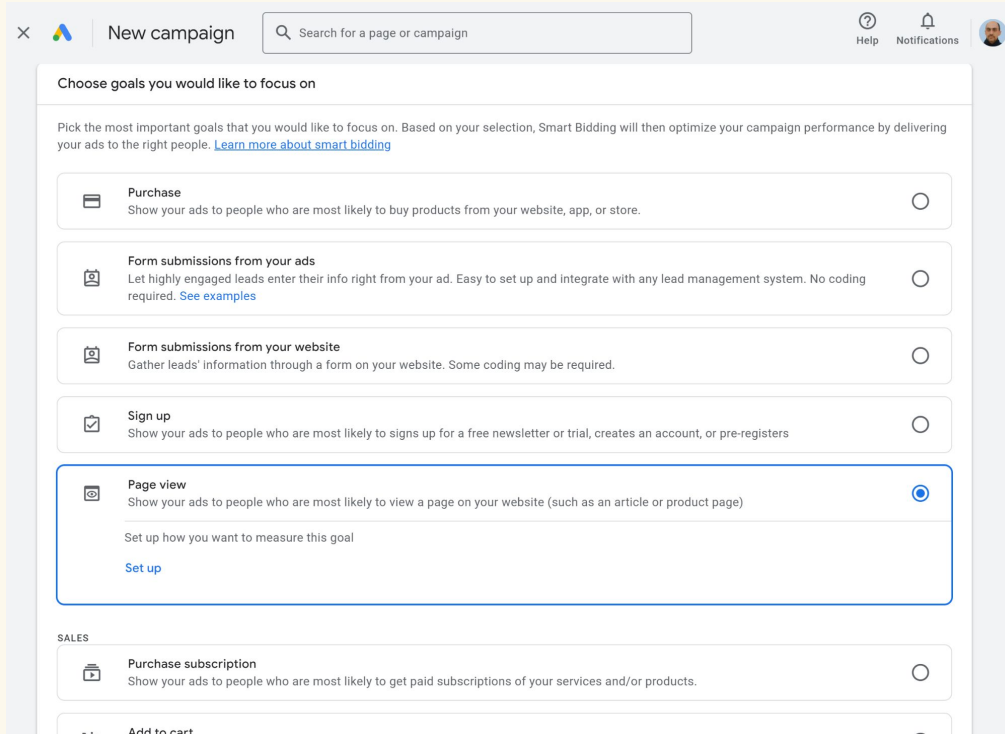
Select the results you want to get from this campaign ⓘ

☒ Website visits





☐ Phone calls

Select "Search" as the campaign type and choose "Website visits" as the goal option

5. Campaign goal








The screenshot shows the 'New campaign' setup interface. At the top, there's a search bar and navigation links for 'Help' and 'Notifications'. The main section is titled 'Choose goals you would like to focus on'. Below this, a paragraph explains that users should pick the most important goals for Smart Bidding optimization. A list of goal options is provided, each with an icon, a title, a description, and a radio button. The 'Page view' goal is selected, indicated by a blue border and a filled radio button. Below the selected goal, there's a link to 'Set up'. At the bottom, a 'SALES' section is partially visible with options like 'Purchase subscription' and 'Add to cart'.



×  New campaign   

Choose goals you would like to focus on

Pick the most important goals that you would like to focus on. Based on your selection, Smart Bidding will then optimize your campaign performance by delivering your ads to the right people. [Learn more about smart bidding](#)

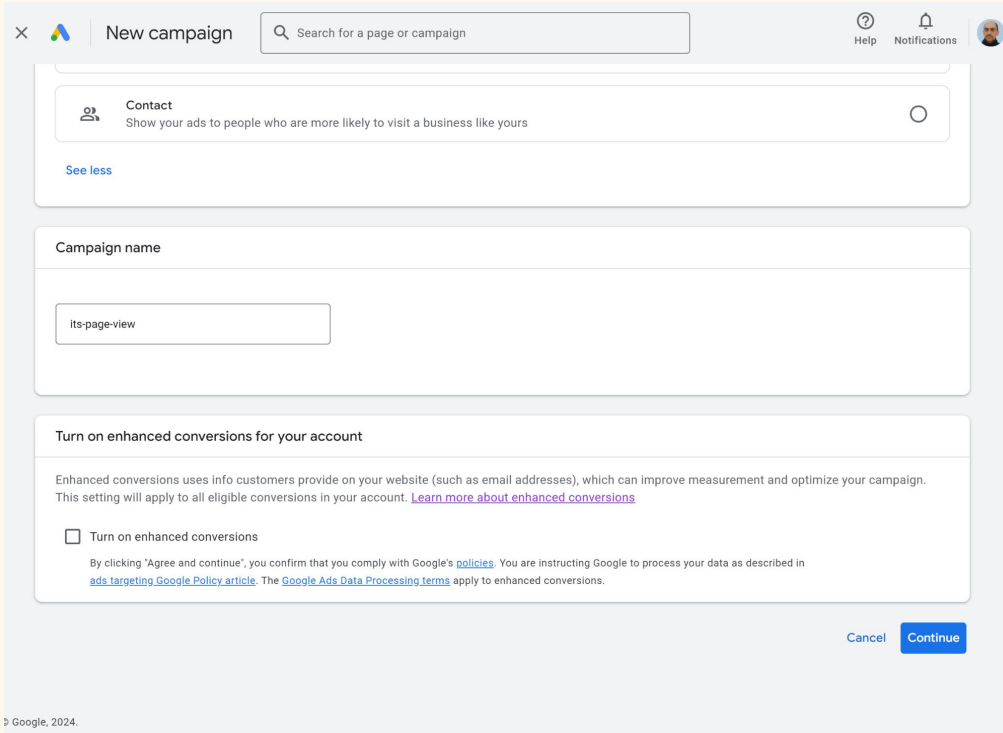
-  **Purchase**
Show your ads to people who are most likely to buy products from your website, app, or store. ☐
-  **Form submissions from your ads**
Let highly engaged leads enter their info right from your ad. Easy to set up and integrate with any lead management system. No coding required. [See examples](#) ☐
-  **Form submissions from your website**
Gather leads' information through a form on your website. Some coding may be required. ☐
-  **Sign up**
Show your ads to people who are most likely to signs up for a free newsletter or trial, creates an account, or pre-registers ☐
-  **Page view**
Show your ads to people who are most likely to view a page on your website (such as an article or product page) ☒
Set up how you want to measure this goal
[Set up](#)


SALES


-  **Purchase subscription**
Show your ads to people who are most likely to get paid subscriptions of your services and/or products. ☐
-  **Add to cart** ☐



Choose "Page view" as your goal; you can also click on "Setup" to configure a specific page if needed

6. Campaign name



×  New campaign

Help Notifications 

 **Contact**
Show your ads to people who are more likely to visit a business like yours 

[See less](#)

Campaign name

Turn on enhanced conversions for your account

Enhanced conversions uses info customers provide on your website (such as email addresses), which can improve measurement and optimize your campaign. This setting will apply to all eligible conversions in your account. [Learn more about enhanced conversions](#)

☐ Turn on enhanced conversions

By clicking "Agree and continue", you confirm that you comply with Google's [policies](#). You are instructing Google to process your data as described in [ads targeting Google Policy article](#). The [Google Ads Data Processing terms](#) apply to enhanced conversions.

Cancel [Continue](#)

© Google, 2024.

Provide a meaningful name for the campaign to help you remember it later; also, uncheck 'Enhanced conversions'

7. Campaign bidding

The screenshot shows the 'New campaign' setup page in Google Ads. The left sidebar contains navigation links: Search, Bidding (selected), Customer acquisition, Campaign settings, Keyword and asset generation, Keywords and ads, Budget, and Review. The main content area is titled 'Bidding'. It features a dropdown menu 'What do you want to focus on?' set to 'Clicks'. Below this, the checkbox 'Set a maximum cost per click bid limit' is checked. The 'Maximum CPC bid limit' is set to '€ 1.25'. A note states: 'Alternative bid strategies like portfolios are available in settings after you create your campaign'. The 'Customer acquisition' section has an unchecked checkbox 'Bid for new customers only' with a sub-note: 'This option limits your ads to only new customers, regardless of your bid strategy'. To the right of this checkbox is explanatory text: 'By default, your campaign bids equally for new and existing customers. However, you can configure your customer acquisition settings to optimize for acquiring new customers. [Learn more about customer acquisition](#)'. At the bottom right is a blue 'Next' button. The footer shows '© Google, 2024. [Leave feedback](#)'.

Select bidding for clicks and set your maximum cost-per-click (CPC) limit

Cost Per Click is the amount you pay each time a user clicks on your ad

8. Campaign focus

The screenshot shows the Google Ads 'New campaign' setup interface. On the left, the 'Campaign settings' section is active, with 'Locations' selected under 'Network'. The main area displays the 'Locations' configuration panel. Under 'Select locations for this campaign', 'Italy' is selected. Under 'Location options', 'Presence' is selected. The 'Networks' section above shows 'Google Search Partners Network' and 'Google Display Network' both unchecked. The left sidebar includes options for 'Search', 'Bidding', 'Campaign settings', 'Keyword and asset generation', 'Keywords and ads', 'Budget', and 'Review'. The bottom status bar indicates 'All changes saved'.

Search

Bidding

Campaign settings

Network

Locations

Languages

Audiences

Broad match keywords

Keyword and asset generation

Keywords and ads

Budget

Review

All changes saved

Search for a page or campaign

Help Notifications

Networks

☐ Google Search Partners Network (recommended)
Ads can appear near Google Search results and other Google sites when people search for terms that are relevant to your keywords

Expand your reach with Google search partners: Reach additional customers on partner sites [Apply](#)

☐ Google Display Network (recommended)
Ads can appear on relevant sites, videos, and apps across Google (like YouTube) and the Internet when you have leftover Search budget

Use Display Expansion: Show your ads in more places and get more conversions at a similar cost per action (CPA) [Apply](#)

Locations

Select locations for this campaign

☐ All countries and territories

☒ Italy

☐ Enter another location

Location options

Include

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

☒ Presence: People in or regularly in your included locations

Deselect additional networks, then select "Location" and "Presence" to focus your ads on the most relevant users

9. Explore segments

The screenshot shows the 'New campaign' setup page in Google Ads. The left sidebar contains navigation options: Search, Bidding, Campaign settings (selected), Keyword and asset generation, Keywords and ads, Budget, and Review. Under 'Campaign settings', 'Audiences' is highlighted. The main content area is titled 'Audience segments' and includes a search bar with 'English' and 'Italian' filters. Below the search bar, there's a section for 'Who they are' with expandable categories like 'Education' and 'Homeownership Status'. Under 'Education', there are checkboxes for 'Current College Students', 'High School Graduate', 'Bachelor's Degree', and 'Advanced Degree'. At the bottom, there's a 'Targeting setting for this campaign' section with two options: 'Targeting' (radio button) and 'Observation (recommended)' (radio button, selected).

Review the Segments feature to understand advanced options, but do not make any changes at this stage

You can also explore or change 'more settings' to set campaign start and end limits

10. Generate or set keywords

New campaign

Search for a page or campaign

Help Notifications

Keywords and ads

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

Ad group 1

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

Final URL

https://www.its-icpiemonte.it/

Add products or services to advertise

corsi gratuiti

Update keyword suggestions

Enter keywords

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

[corsi its]
"corsi its"
corsi its
istituti tecnici superiori
istituti tecnici superiori milano
diploma informatica
grafica e comunicazione
diploma tecnico
scuole professionali
orientamento scuole superiori
istituto tecnico informatico
its in italia
corsi gratuiti

Ad group 1

Weekly clicks 2,501

Avg. CPC €0.13

Weekly cost €316.64

Enter keywords or edit the suggested ones, paying attention to broad, phrase and exact match types

11. Edit and preview ads

New campaign Search for a page or campaign

Ad strength: Poor

- ☐ Add headlines View ideas
- ☐ Include popular keywords View ideas
- ☐ Make headlines unique View ideas
- ☒ Make descriptions unique View ideas

Final URL <https://www.its-ictpiemonte.it/>

This will be used to suggest headlines and descriptions

Display path [www.its-ictpiemonte.it](#)

/ [futuro](#) / [digitale](#)

6 / 15 8 / 15

Headlines 6/15

For optimal ad performance, include these keywords in your headlines

- ☒ [corsi gratuiti](#)
- ☒ [istituto tecnico informatico](#)
- ☒ [orientamento scuole superiori](#)

[More ideas](#)

ITS ICT Piemonte

Preview

Highlight ad

Sponsorizzato

[www.its-ictpiemonte.it/futuro/digitale](#)

corsi gratuiti - Pratica quotidiana

ITS ICT Piemonte: il tuo futuro digitale. Orientamento scuole superiori. Iscriviti! Impara facendo, gratis. Pratica quotidiana, risultati straordinari. Iscriviti ora!

This preview shows potential ads assembled using your assets. Not all combinations are shown. Assets can be shown in any order, so make sure that they make sense individually or in combination, and don't violate our policies or local law. Some shortening may also occur in some formats. You can make sure certain text appears in your ad. [Learn more](#)

Ad group 1

Weekly clicks: 2,428

Avg. CPC: €0.12

Weekly cost: €298.39

Customize the [URL](#), [headlines](#), [descriptions](#), and [sitelinks](#), then preview your ad to ensure everything is correct

11. Edit and preview ads

The screenshot shows the Google Ads 'New campaign' interface. The top bar includes a search bar, 'Help', 'Notifications', and a user profile icon. The main area is divided into a left sidebar with navigation icons, a central workspace, and a right sidebar with campaign metrics.

Ad strength: A circular gauge indicates 'Poor' strength. To the right, there are four checkboxes with 'View ideas' links:

- ☐ Add headlines
- ☐ Include popular keywords
- ☐ Make headlines unique
- ☒ Make descriptions unique

Preview: A central section showing a mobile device mockup with the ad content. Below the mockup, a note states: 'This preview shows potential ads assembled using your assets. Not all combinations are shown. Assets can be shown in any order, so make sure that they make sense individually or in combination, and don't violate our policies or local law. Some shortening may also occur in some formats. You can make sure certain text appears in your ad. [Learn more](#)'

Left sidebar (Assets):

- Descriptions:** 2/4. Includes two description boxes with text: 'Impara facendo, gratis. Pratica quotidiana, risultati straordinari. Iscriviti ora!' and 'ITS ICT Piemonte: il tuo futuro digitale. Orientamento scuole superiori. Iscriviti!'. Each has a 'Required' status and a character count (82/90 and 83/90 respectively). A '+ Description' button is at the bottom.
- Business name and logos:** A section with a note: 'If you don't add a name or logo, Google will use your URL to add them for you' and a 'Get access' button.
- Sitelinks:** A section with a note: 'Add links to your ads to take people to specific pages on your website.'

Right sidebar (Campaign metrics):

- Ad group 1:**
- Weekly clicks:** 2,428
- Avg. CPC:** €0.12
- Weekly cost:** €298.39

Customize the [URL](#), [headlines](#), [descriptions](#), and [sitelinks](#), then preview your ad to ensure everything is correct

11. Edit and preview ads

New campaign × Create sitelink

Iscrizione
https://candidature.its-ictpiemonte.it/

Sitelink text
Iscrizione 10 / 25

Description line 1 (recommended)
iscriviti subito al corso gratuito 34 / 35

Description line 2 (recommended)
il futuro sei tu, iscriviti ora! 32 / 35

Final URL
https://candidature.its-ictpiemonte.it/

Corsi

Sitelink text
Corsi 5 / 25

Description line 1 (recommended)
Lancia la tua carriera!

Preview

Highlight sitelink

Sponsorizzato
https://www.its-ictpiemonte.it/

ITS ICT Piemonte - Impara, Facendo

Impara facendo, gratis. Pratica quotidiana, risultati straordinari. Iscriviti ora! ITS ICT Piemonte: il tuo futuro digitale. Orientamento scuole superiori. Iscriviti!

Iscrizione Corsi Erasmus Stage

Previews shown here are examples and don't include all possible formats. You're responsible for the content of your ads. Please make sure that your provided assets don't violate any Google policies or applicable laws, either individually, or in combination.

Create Cancel

Customize the [URL](#), [headlines](#), [descriptions](#), and [sitelinks](#), then preview your ad to ensure everything is correct

11. Edit and preview ads

New campaign x Create sitelink

Iscrizione
https://candidature.its-ictpiemonte.it/

Sitelink text
Iscrizione 10 / 25

Description line 1 (recommended)
iscriviti subito al corso gratuito 34 / 35

Description line 2 (recommended)
il futuro sei tu, iscriviti ora! 32 / 35

Final URL
https://candidature.its-ictpiemonte.it/

Corsi

Sitelink text
Corsi 5 / 25

Description line 1 (recommended)
Lancia la tua carriera!

Preview

Sponsorizzato
https://www.its-ictpiemonte.it/
ITS ICT Piemonte - Impara, Facendo
Impara facendo, gratis. Pratica quotidiana, risultati straordinari. Iscriviti ora! ITS IC tuo futuro digitale. Orientamento scuole superiori. Iscriviti!
Iscrizione · Corsi · Erasmus · Stage

Previews shown here are examples and don't include all possible formats. You're responsible for your ads. Please make sure that your provided assets don't violate any Google policies individually, or in combination.

Create Cancel

Customize the [URL](#), [headlines](#), [descriptions](#), and [sitelinks](#), then preview your ad to ensure everything is correct

11. Edit and preview ads

The screenshot shows the Google Ads 'New campaign' interface. At the top, there's a search bar and navigation icons. The main area is divided into sections for 'Ad strength' and 'Preview'.

Ad strength: Shows a 'Poor' rating with a circular progress indicator. It includes options to 'Add headlines', 'Include popular keywords', 'Make headlines unique', and 'Make descriptions unique', each with a 'View ideas' link.

Sitelinks: A section titled 'Sitelinks' with a description: 'Add links to your ads to take people to specific pages on your website.' It lists four sitelinks:

- Corsi:** Lancia la tua carriera! - Corsi post diploma
- Erasmus:** Impara facendo - Corsi pratici per un futuro
- Iscrizione:** Iscriviti subito al corso gratuito - Il futuro sei tu, iscriviti ora!
- Stage:** Scegli il tuo percorso - Verso l'innovazione

Each sitelink has an edit icon. Below the list is an 'Edit' button.

Callouts: A section titled 'Callouts' with a description: 'Add more business information'. It includes a '+ Callouts' button.

Preview: A central section showing a mobile device mockup of an ad. The ad text is:

Sponsorizzato
www.its-ictpiemonte.it/futuro/digitale
corsi gratuiti - Pratica quotidiana
ITS ICT Piemonte: il tuo futuro digitale. Orientamento scuole superiori. Iscriviti! Impara facendo, gratis. Pratica quotidiana, risultati straordinari. Iscriviti ora!

Below the mockup are three buttons: 'Erasmus', 'Stage', and 'Iscrizione'. Below the preview is a disclaimer: 'This preview shows potential ads assembled using your assets. Not all combinations are shown. Assets can be shown in any order, so make sure that they make sense individually or in combination, and don't violate our policies or local law. Some shortening may also occur in some formats. You can make sure certain text appears in your ad. [Learn more](#)'

Right sidebar: Shows campaign performance metrics for 'Ad group 1':

- Weekly clicks: 2,555
- Avg. CPC: €0.12
- Weekly cost: €298.21

Customize the [URL](#), [headlines](#), [descriptions](#), and [sitelinks](#), then preview your ad to ensure everything is correct

12. Weekly budget

The screenshot shows the 'New campaign' setup page in Google Ads. The left sidebar contains navigation links: Search, Bidding, Campaign settings, Keyword and asset generation, Keywords and ads, Budget (selected), and Review. The main content area is titled 'Budget' and instructs the user to 'Select the average you want to spend each day.' It offers three options: €51.12, €42.60 (labeled 'Recommended'), and €34.08. Below these is a 'Set custom budget' section with a text input field containing '€ 5.00'. A table displays campaign metrics: Weekly clicks (879), Avg. CPC (€0.04), and Weekly cost (€34.98). A blue information box notes that the current budget is lower than others, potentially affecting performance. A 'Next' button is at the bottom right.

New campaign

Search for a page or campaign

Help Notifications

Search

Bidding

Campaign settings

Keyword and asset generation

Keywords and ads

Budget

Review

Budget

Select the average you want to spend each day.

☐ €51.12

☐ €42.60 **Recommended**

☐ €34.08

☒ **Set custom budget**

Set your average daily budget for this campaign

€ 5.00

Weekly clicks	Avg. CPC	Weekly cost
879	€0.04	€34.98

Ad group 1

Weekly clicks: 879

Avg. CPC: €0.04

Weekly cost: €34.98

82.8%

Next

Adjust your weekly budget to maximize clicks at the lowest cost while ensuring it remains competitive with your industry standards

Campaign overview

Overview All time Oct 13, 2024 Show last 30 days

[Apply](#) [View](#)

Ads

Ad group 1

ITS ICT Piemonte | Impara, Facendo | corsi gratuiti

[Ad](#) [its-ictpiemonte.it/futuro/digitale](#)

Impara facendo, gratis. Pratica quotidiana, risultati straordinari. Iscriviti ora!

ITS ICT Piemonte: il tuo futuro digitale. Orientamento scuole superiori. Iscriviti!

Erasmus Stage
Iscrizione Corsi

Ad	Status	Impressions	Clicks	CTR
● Enabled	Eligible	0	0	0.00%

[All ads](#) [All assets](#) < 1 / 1 >

Keywords + Add keyword

Summary of how your keywords are performing


	Cost	Clicks	CTR
● corsi gratuiti	€0.00	0	0.00%
● istituto tecnico informatico	€0.00	0	0.00%
● scuole professionali	€0.00	0	0.00%
● istituti tecnici superiori	€0.00	0	0.00%
● grafica e comunicazione	€0.00	0	0.00%

[Keywords](#) [Negative keywords](#) < 1 / 3 >

Locations Impressions

Geographic location of people who interacted with your ads

Targeting



View detailed insights on ads shown, related keywords, number of clicks, and user locations that interacted with your ads

Google ads tools & references

[Google ads preview tool](#)

a very quick and useful preview tool

[Learn google ads in 10 minutes](#)

an old but quick and simple guide

[Google ads tutorial 2024 \(step by step\) how to use google ads](#)

[Google ads tutorial 2024 for beginners](#)

more detailed and longer guides

Joint SEO & SEA usage

Joint SEO & SEA usage

SEO and SEA are two distinct approaches to search engine visibility; SEO builds organic presence over time, while SEA provides immediate visibility through paid ads, and using both together enhances overall results more than relying on one exclusively

having visibility in both organic and paid search results for the same queries increases website traffic, as SEA offers immediate results while complementing long-term SEO strategies, with insights from both methods improving each other for a synergistic effect in search engine marketing

Joint SEO & SEA usage

combining SEO and SEA offers flexibility for different needs and budgets, with SEA campaigns quickly deployed or paused for events, while SEO builds sustained presence, and user behavior data from organic traffic can refine paid ad targeting, optimizing spending and effectiveness

[How and why to combine seo and sea | universem](#)
[How to combine seo and sea for maximum impact](#)