Web Developer

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

Docente: Shadi Lahham

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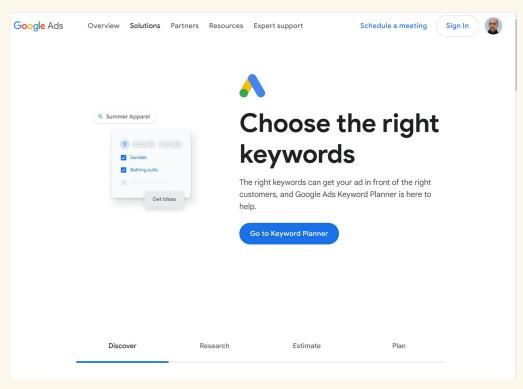
this tool is valuable for optimizing content, improving both seo and sea, and creating effective ad campaigns by offering insights into popular search terms and their competitiveness, enabling data-driven marketing decisions

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
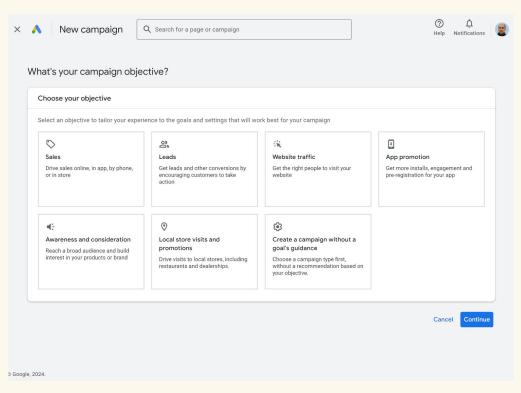
Use the Keyword Planner tool to sign up without entering a credit card

2. Create account

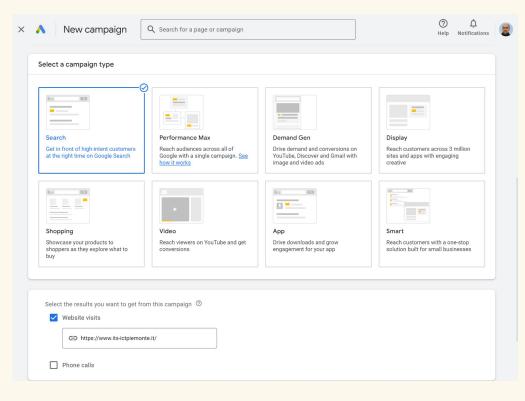Enter your information to complete the account creation process

3. Create campaign

Click the "+" sign to create a new campaign and select your campaign type
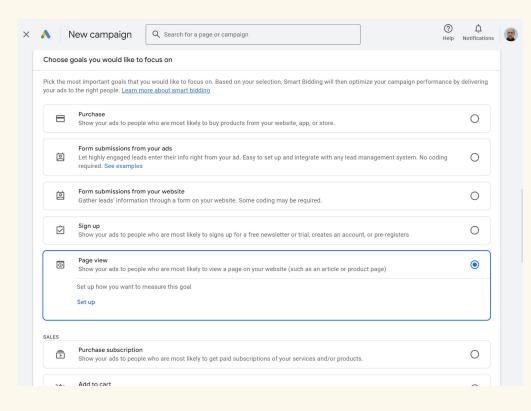
We will select to create a campaign without goal's guidance to have more control over the process
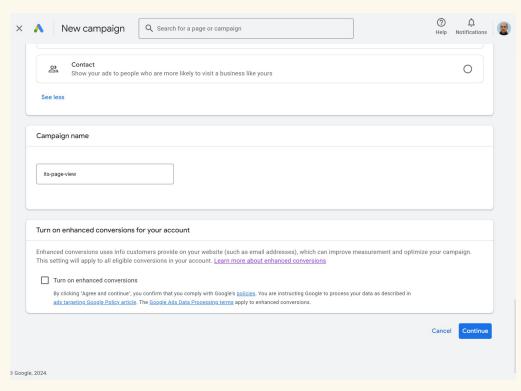
4. Campaign type & results

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

5. Campaign goal
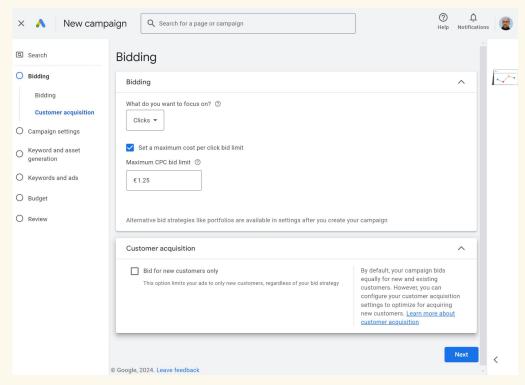

Choose "Page view" as your goal; you can also click on "Setup" to configure a specific page if needed

6. Campaign name

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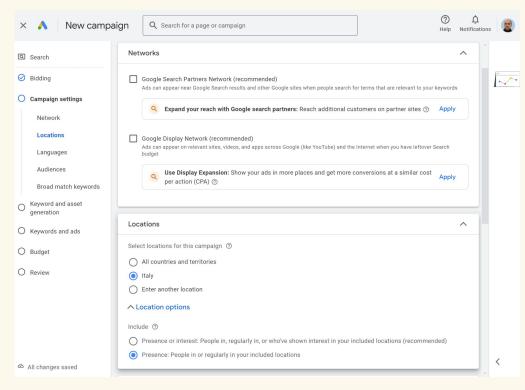
7. Campaign bidding

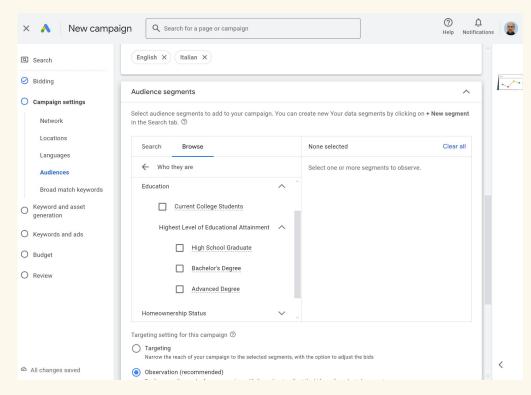Select bidding for clicks and set your maximum cost-per-click (CPC) limit

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

8. Campaign focus

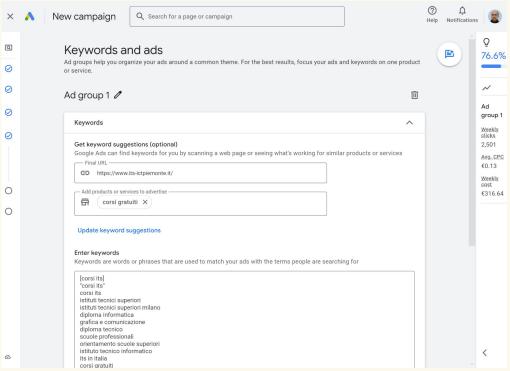Deselect additional networks, then select "Location" and "Presence" to focus your ads on the most relevant users
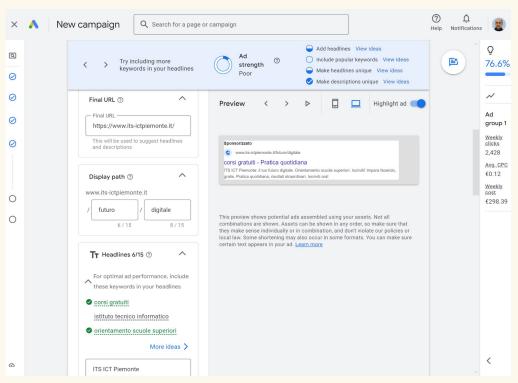
9. Explore segments

Review the Segments feature to understand advanced options, but do not make any changes at this stage
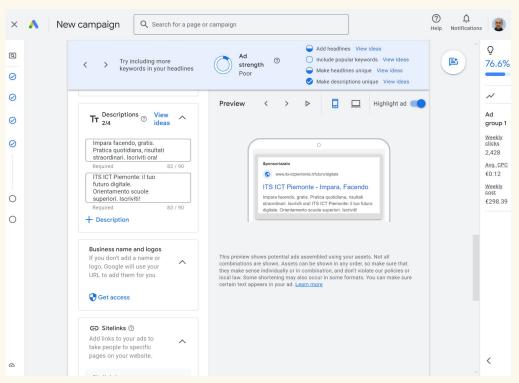
You can also explore or change 'more settings' to set campaign start and end limits

10. Generate or set keywords
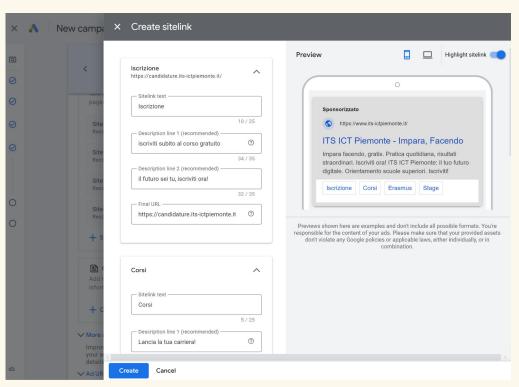

Enter keywords or edit the suggested ones, paying attention to broad, phrase and exact match types

11. Edit and preview ads

Customize the URL, headlines, descriptions, and sitelinks, then preview your ad to ensure everything is correct

11. Edit and preview ads

Customize the URL, headlines, descriptions, and sitelinks, then preview your ad to ensure everything is correct

11. Edit and preview ads

Customize the URL, headlines, descriptions, and sitelinks, then preview your ad to ensure everything is correct

11. Edit and preview ads

Customize the URL, headlines, descriptions, and sitelinks, then preview your ad to ensure everything is correct

11. Edit and preview ads

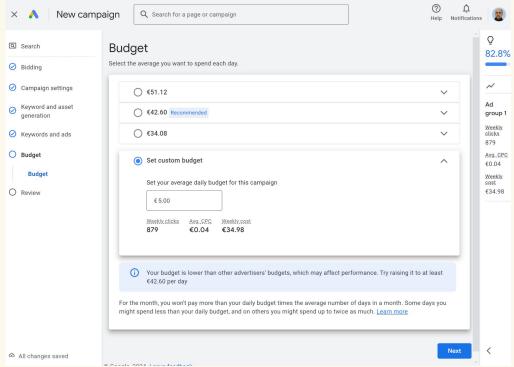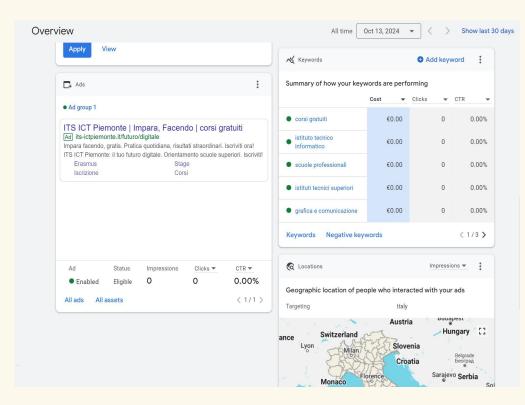Customize the URL, headlines, descriptions, and sitelinks, then preview your ad to ensure everything is correct

12. Weekly budget

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

Campaign overview

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](#)