Day 11: Search Engine Marketing (SEM) & PPC (Unit II)

Lesson Goal: Finalize the Search Marketing module by detailing the overall structure and critical success factors for Paid Search Advertising (PPC).

1. Search Engine Marketing (SEM) Overview

- **Definition: Search Engine Marketing is the process of getting traffic from search engines either organically (SEO) or paid (Paid Search Advertising - PSA).**

- **Importance of Traffic: The majority of users click on one of the top ads or one of the first five organic results.**

- **Targeted Traffic: Search engine traffic is highly targeted and converts better since the users have a clear intent in mind before typing something into Google.**

2. PPC Success Factors

PPC stands for pay-per-click, a model where the advertiser pays a fee each time one of their ads is clicked. To ensure a successful PPC campaign, you must focus on:

- **Bidding and Keywords: Bid on relevant keywords and craft tight keyword groups.**

- **Landing Page Quality: Create optimized landing pages with persuasive, relevant content, and a clear call to action tailored to specific search queries.**

- **Improving Quality Score: Quality Score is Google's rating of the quality and relevance of your keywords, landing pages, and PPC campaigns. Advertisers with better Quality Scores get more ad clicks at lower costs.**

- **Ad Copy: Enticing ad copy is vital to capture attention.**