KOENIG SOLUTIONS · COURSE OUTLINE

SEM: Google Ads, Bidding & Remarketing

Learn to create, manage and optimise Google Ads campaigns, from keyword research and bidding to remarketing and performance reporting.

40 Hours	5	70
DURATION	MODULES	TOPICS

COURSE OVERVIEW

This SEM course provides a comprehensive understanding of SEM principles and practices. It equips participants with practical skills to create, manage, and optimise SEM campaigns. Additionally, the course enables participants to analyse SEM performance and implement effective strategies, ensuring they can run successful and efficient marketing campaigns.

WHO THIS COURSE IS FOR

Digital Marketers **SEM Specialists** **PPC Executives** **Marketing Analysts**

Advertising Campaign Managers

LEARNING OBJECTIVES

We will Cover Following Topics in the session:

- Introduction of SEM and Types of Keyword Research
- Creating SEM Campaigns
- Optimise SEM Campaigns
- Advanced SEM Strategies
- Analysing and Reporting SEM Performance

COURSE SYLLABUS

5 Modules, 70 Topics

01

Introduction of SEM and Types of Keyword Research

TOPICS

- What is SEM
- Concept of Search Engines for Ads (SEM)
- Importance and Benefits of SEM
- Difference Between SEM and SEO
- What are Google Ads and Bing Ads
- Overview of Google and Bing
- How to Create Google Ads Account and Bing Account
- Types of Google Ads
- Hierarchy of Google Ads
- What are Keywords
- What are Keyword Match types
- How to do Keyword Research
- Tools for Keyword Research
- Metrics to analyse the Keyword Research
- Conducting the Keyword Research

02

Creating Effective SEM Campaigns

TOPICS

- Adding Payment Methods in Google Ads Account
- How to Get 2000 rs from Google Ads to start the Campaigns
- Google Ads Terms and Metrics to get the Highest Position
- What is Quality Score
- Steps to Improve the Quality Score
- What is CTR and Types of CTR
- How to Calculate CTR
- Walk Through of Google Search Ad
- Difference Between Google Search Network and Display Network
- What is Bidding
- Difference Between Bidding and Daily Budgets
- Types of Bidding Strategies
- Difference between types of Bidding Strategies
- What is Ad Group
- How to select Keywords and add in Ad Group
- What are Ad Extensions
- Conduct a session to create a SEM Campaign

03

Optimise SEM Campaigns

TOPICS

- What is Ad Copy
- How to Write Ad Copy
- What is Location Targeting
- How to Target the location precisely
- How to Start and End Date of an Campaign
- What is Theming of Ad Groups and it's Structure
- What is Ad Rotation and Ad Variation
- How to Set Initial CPC Bid
- What is GCLID in Google Ads
- How to Check Ads are running
- What is Tracking Template
- What is Landing Page Optimization
- What is Negative Keyword and It's Using
- How to Dynamic Keyword Insertion on Google Ads
- What is Conversion Tracking
- How to set Conversion Tracking
- Conduct Campaign Optimization

04

Advanced SEM Strategies

TOPICS

- What is Remarketing and Retargeting
- Concept of Remarketing In Google Ads
- How to Create Remarketing Audience
- Ways to Creating Remarketing Audience
- Youtube and Customer Match Type Remarketing
- What are Youtube Ads and Video Ads Advertising
- Display Advertising Basics
- Display campaign Walkthrough
- What is Local SEM
- What is Remarketing List Search Ads
- What is Auction Insight Report in Google Ads
- Competitor Analysis in Google Ads
- What is Content Exclusion and Device Targeting
- What are Viewable Impressions, vCPM, eCPC
- What are scripts and How to Implement Scripts in Google Ads
- Conduct a session with any of Advanced SEM Strategies

05

Analysing and Reporting SEM Performance

TOPICS

- Tools of Tracking Reports (Google Analytics and Google Ads report)
- How to do Comparisons in Google Ads
- What is Shared Budget in Google Ads
- What are Labels in Google Ads
- Conduct a SEM Strategy session for a random business website

WHAT IS INCLUDED

Everything You Need to Succeed

- Koenig course material for every module
- Delivery by certified instructors and subject matter experts
- Hands-on exercises throughout the course
- Course completion certificate from Koenig

ABOUT KOENIG

Who We Are

Established in 1993, Koenig Solutions is a globally recognised training provider with 35+ technology partnerships, 5,000+ training programmes and a network of certified instructors and subject matter experts, supporting individuals and enterprise teams worldwide.

FLEXIBLE DELIVERY

Learn the Way That Suits You

Classroom Training | Live Online Classes (ILO) | Fly-Me-A-Trainer (FMAT) | Flexi (Self-Paced) | 1-on-1 Training

Ready to Get Started?

Talk to a learning advisor about schedules, group training and customised delivery.

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