

Pay Per Click Marketing

150 hours

Course Overview/Description

Pay Per Click Marketing (PPC) is a sub-set of Search Engine Marketing and refers to a specific type of advertising where you pay a search engine every time a potential customer clicks on your ad. These ads appear on search engine results pages and sometimes on the pages of sites within a search engine's network of partners.

PPC services are a way of promoting your site by paying for the extra exposure, rather than relying solely on your site's search engine ranking as determined by the search engine's algorithm and the search engine compatibility of your site design. The extra exposure can include having your site listed above the regular "free" search results (known as "organic" results), under the heading "sponsored results" or "featured listings", or via specially designed text ads that display when your target keywords or phrases are searched on.

Wikipedia defines Pay Per Click Advertising at http://en.wikipedia.org/wiki/Pay_per_click.

The Pay Per Click Marketer training series has been developed in direct response to the skyrocketing growth of the paid search engine industry.

No longer the territory of geekdom, paid search has exploded into the mainstream over the past few years and businesses are falling over themselves to get seen by online searchers. And they'll pay big bucks to search engines for the privilege. Search giants like Google, Yahoo and AOL can't fail to make money because everybody wants a bit of the search action.

A job in the paid search industry can be unbelievably lucrative. As noted recently by Jennifer Laycock of Search Engine Guide, "There are quite literally more jobs than there are skilled marketers and salaries can skyrocket to almost embarrassing levels."

This extreme demand means Search Engine Marketers can pick and choose their jobs and/or clients. The more skilled marketers are head-hunted regularly. Experts in select specialties such as Pay Per Click Advertising are currently enjoying even higher demand than usual, as advertisers out-bid each other to have their site shown for popular keyword searches on Google, Yahoo! and MSN.

Job candidates who hold specific industry certification in Pay Per Click Marketing may well have an edge over their fellow applicants when it comes to interview selection. The Pay Per Click Marketer series is a bundle of 3 courses designed for persons who want to jump-start their career path in the fast-paced search engine industry.

The Pay Per Click Marketer series consists of the following 3 individual courses:

- 1) Pay Per Click Marketing 101
- 2) Pay Per Click Marketing 201
- 3) Keyword Research 101

Pay Per Click Marketing 101 will give you the knowledge necessary to set up, monitor and maintain a successful campaign to promote your web site on the pay-per-click search engines and their network of partner sites. It will walk you step-by-step through the process of setting up a PPC campaign from scratch on the two most popular services, Google AdWord and Yahoo! Search Marketing. Taking the course will ensure your advertising campaign is designed for success from the very first impression.

Pay Per Click Marketing 201 will take your knowledge of PPC to the next level by teaching you how to Improve the Return on Investment of your PPC campaigns on the major search engines and their network of partner sites. The course will show you step-by-step how to improve your ad click-through and conversion rates, create effective landing pages, measure campaign effectiveness, conduct split testing and tweak your campaigns for better performance.

Keyword Research 101 will teach you the process you should follow to come up with appropriate keywords and phrases that you wish to target in search engines, whether it be via search engine optimization methods or via pay per click advertising. The keywords and phrases you select to describe your site and the way you integrate them can make or break your listings in the search engines. This course will teach you how to select keywords that are geared specifically towards your particular niche markets while bringing you a substantial amount of site traffic. The course will also show you how to integrate these search terms throughout your site without compromising search engine compatibility. Finally, this course will teach you why keyword research is crucial to reaching your target markets online, whether they live next door or half a world away.

Course Objectives

- Upon successful completion of this program, you will be able to:
 - Set up, monitor and maintain successful pay-per-click advertising campaigns for your site or your client's sites, by bidding on specific keywords and phrases on the world's most popular search engines and directories.
 - Prepare for starting your own search engine marketing business or applying for a job as SEM (search engine marketer), PPC Marketer or Online Advertising Executive.

Course Outline

- I. Pay Per Click Marketing 101**
 - a. In Introduction to Pay Per Click Marketing
 - b. Pay Per Click Campaign Preparation
 - c. An Introduction to Google AdWords
 - d. How to Set Up and AdWords Account
 - e. An Introduction to Yahoo! Search Marketing
 - f. How to Set Up a Yahoo! Sponsored Search Account
 - g. Keyword Research for PPC Campaigns
 - h. Ad Copy Creation for PPC Campaigns
 - i. Landing Page Creation for PPC Campaigns
 - j. PPC Campaign Conversion & ROI Measurement
- II. Pay Per Click Marketing 201**
 - a. An Overview of PPC Marketing
 - b. Pay Per Click Search Engines
 - c. Key Elements of a Successful PPC Campaign
 - d. Building Effective PPC Ads
 - e. How to Structure Your PPC Campaign
 - f. Effective PPC Bidding Strategies
 - g. How to Create Killer Landing Pages
 - h. Tracking PPC Conversions
 - i. A/B Split Testing
 - j. How to Measure ROI on PPC
- III. Keyword Research 101**
 - a. An Introduction to Keyword Research
 - b. Keyword Research Basics
 - c. Campaign Requirements Gathering
 - d. Keyword Research Tools
 - e. Digging for Keywords



- f. Narrowing Down Your Keyword Selections
- g. Integrating Your Keywords
- h. Using Keywords in PPC Campaigns
- i. Tracking Your Keyword Traffic
- j. Tweaking and Testing Your Keywords

Prerequisites/Audience

The following skills are required for taking this course:

- Keyboard skills
- Search engine usage
- Internet Browser usage
- Email usage

The following skills are recommended for taking this course:

- Some HTML knowledge
- Advanced search engine usage

Who Should Take This Course:

- Marketing and advertising agency executives entrusted with the responsibility of promoting their company's or clients' web sites.
- Webmasters wanting to increase traffic to their web sites via search engines and prepared to pay for it by the click.
- Small business owners wanting to learn how to promote their web sites on the search engines via paid listings.
- Marketers of e-commerce sites that want to use PPC to measure their site's visitor to customer conversion ratios.
- Search Engine Optimizers and Search Engine Marketers that want to learn about pay per click search marketing and offer PPC campaigns as part of their product offerings.
- Webmasters or small business owners currently running pay per click campaigns, who want to increase their ad conversion rates and ROI.
- Search Engine Marketers that already sell pay-per-click search engine marketing campaigns as part of their product offering and want to expand their knowledge to a more advanced level.
- Copywriters wanting to know how to choose search keywords to integrate within the body text of web sites and PPC landing pages.
- Persons wanting to achieve a higher return on investment from their search engine marketing campaigns.



PC Requirements/Materials Included

This course is compatible with the Windows Vista operating system.

The following items are required for taking this course:

- A PC or Macintosh computer
- A reliable Internet connection (DSL or Cable recommended)
- Adobe Acrobat PDF Reader (available free from <http://www.adobe.com/products/acrobat/readstep2.html>)
- Access to an email client or Internet-based email account

The following items are recommended for taking this course:

- A word processing package such as Microsoft Word or Works
- A spreadsheet package such as Microsoft Excel or Works
- A printer (if you want to print lessons rather than read PDF docs online)

This course is tutor-supervised with a tutor assigned to guide students through the lesson material and review their assignments. The following materials will be provided within this course:

- 30 downloadable PDF Lessons (approximately 302 pages in total)
- 1 Excel spreadsheets
- 30 interactive online review quizzes
- 10 Assignments
- 3 interactive online exams
- 2 case studies
- extensive Internet-based resources
- 12 months access to online classroom area
- 12 months access to online quizzes and final exam
- 12 months access to lesson updates
- The Search Engine College Seal of Certification* for display on a web site
- Search Engine College Certificate of Training* for wall or resume display.

*Students who want to receive industry-recognized Search Engine College Certification in Pay Per Click Marketing must make a 70% overall pass on their quizzes and final exam AND complete set assignments to the satisfaction of their tutor.



Instructor Bio

Kalena Jordan was one of the first search engine optimization experts in Australia and New Zealand and is well known and respected in the search engine industry, particularly in the U.S.

With her in-depth knowledge of Internet marketing techniques and a decade of experience in search engine optimization for client web sites, she decided to specialize and set up her own search engine marketing company (Jordan Consulting Group) in 1999.

As well as being Co-Founder of Search Engine College, Kalena is Director of Studies and Tutor for all SEO and PPC courses. Her previous roles have included SEO Manager for a web development firm, Public Relations consultant, Freelance web site designer, Marketing Manager for a computer systems firm and five years as Public Relations Advisor to the Royal Thai Government. She has a Bachelor of Arts in Communication from the University of Newcastle, Australia.

Kalena is a member of SEO Consultants and SEO Pros and has spoken at the popular Search Engine Strategies Conferences. She is also a moderator at the Search Engine Watch Forums. Kalena is the author of The Search Light newsletter and the popular "Ask Kalena..." Search Engine Advice Column.