



Certificate I
COURSE 4, SEM

CERTIFICATE I
SEM



DIGITAL FOUNDATIONS

MODULE 1

WHAT IS SEM?

STUDY GUIDE



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COURSE: SEM

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There are two Certificates, which cover 8 different topics that you need to know to achieve MFA Digital Foundations Certification.

This is the fourth topic for Certificate I, i.e., SEM.

There are similarities across the topics. Where the similarities occur, we will attempt to show examples and share our experiences for SEM.

In this SEM training workshop, we will cover:

MODULE 1 – What is Search

MODULE 2 – Key Terms

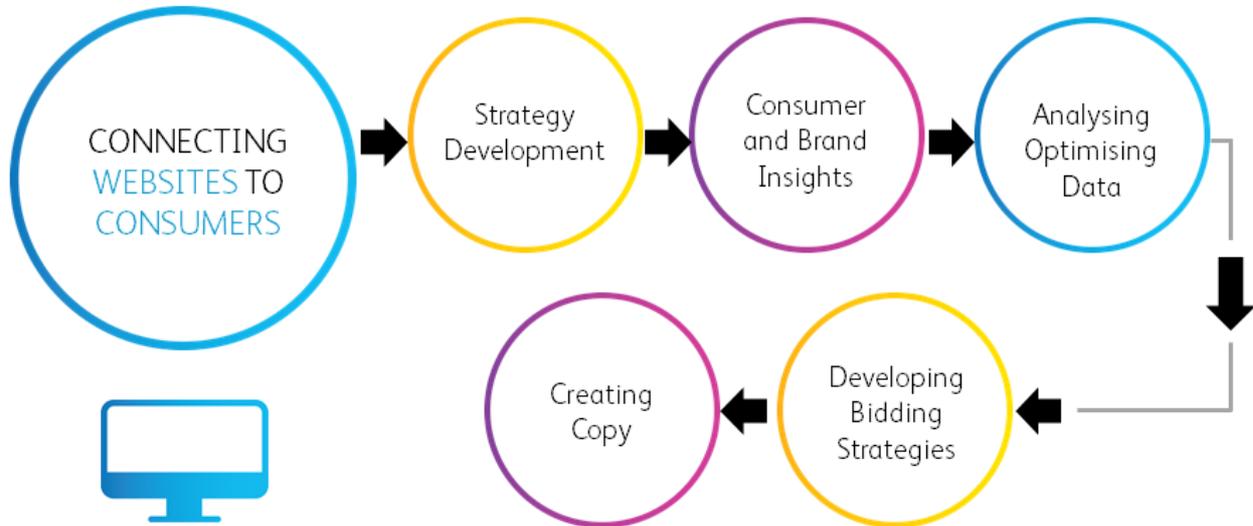
MODULE 3 – Market Overview

MODULE 4 – The Buying Model and Targeting Tactics

MODULE 5 – Creative Requirements

MODULE 6 – Measurement and Evaluation

WHY WORK IN SEARCH?



MODULE 1: WHAT IS SEARCH?

Search is defined as marketing a website through Search engines. It's the process of building and maintaining a site in order to improve its position in Search Engine results. Search includes both Search Engine Optimisation (SEO) and Search Engine Marketing/Paid Search (SEM).

It can include efforts to make your Client's website content more discoverable by Google; analysing and optimising Paid Search advertising; creating 'shopping ads' for your retail Client's products; and determining the most effective price to bid for different keywords.

We can use Search to better understand our audiences; to find out what they're looking for, and how they want to engage with our Client's site and product.

We can also use insights from Search to find out where users are in the purchase cycle, enabling us to then reach and target them in more direct and compelling ways.

KEY POINT – Search is defined as marketing a website through Search Engines.

SEARCH ENGINE RESULTS PAGE: SEO vs SEM

The image shows a Google search results page for the query 'humidifier'. The search bar at the top contains the word 'humidifier' and the Google logo. Below the search bar, there are tabs for 'All', 'Shopping', 'Images', 'Video', and 'More'. The search results are displayed in a grid format. A yellow callout bubble labeled 'SEM' points to a 'Shop for humidifier on Google' section, which is a sponsored search result. This section contains several product listings with images, prices, and retailer names. A blue callout bubble labeled 'SEO' points to a search result for 'Humidifier' from 'www.sleepsolutions.com.au', which is a natural or organic search result. To the left of the search results, there is a blue circle with the text 'PAID SEARCH'. To the right, there is a blue circle with the text 'NATURAL OR ORGANIC'. The search results page also shows the number of results (About 17,600,000 results) and the search time (0.35 seconds).

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SEM: Search Engine Marketing

Search Engine Results Page: SEO Vs SEM

The Search Engine Results Page (SERP) is the page users see after they've entered their query into a Search Engine. It lists several web pages related to the searcher's query, all sorted by relevance to the Search query.

Search Engines are increasingly returning blended Search results which include images, videos and results from specialty databases on their SERPs.

Broadly speaking, there are two types of results you can see in the SERP:

1. Natural or Organic Search results, which are not paid for, and where content on the destination site is directly relevant to the Search query.

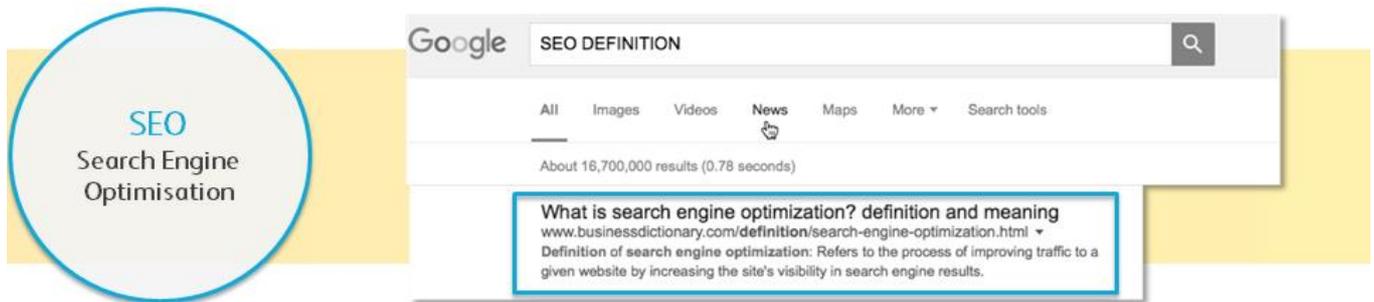
We can improve our Clients' natural Search results through Search Engine Optimisation (SEO), using strategies in the technical setup and website content.

2. Search Engine Marketing/Paid Search (SEM) results are also displayed as a result of the site content being directly relevant to the Search query. However, they are also part of an auction for price and position on the SERP.

There are a lot of variables, but this is the foundation of Search visibility.

KEY POINT – There are two types of Search results – Paid and Organic.

SEARCH ENGINE OPTIMISATION (SEO)



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SEM: Search Engine Marketing

SEO is covered in greater detail within Certificate II, SEO course.

For context, SEO is the process of making a site more relevant and discoverable – by BOTH Searchers and Search Engines.

This helps the site rank higher up in the Search results, improving site traffic.

SEO stands for Search Engine Optimisation.

All search engines have primary Search results, where web pages and content such as videos and local listings are shown and ranked based on what the Search Engine considers most relevant to users.

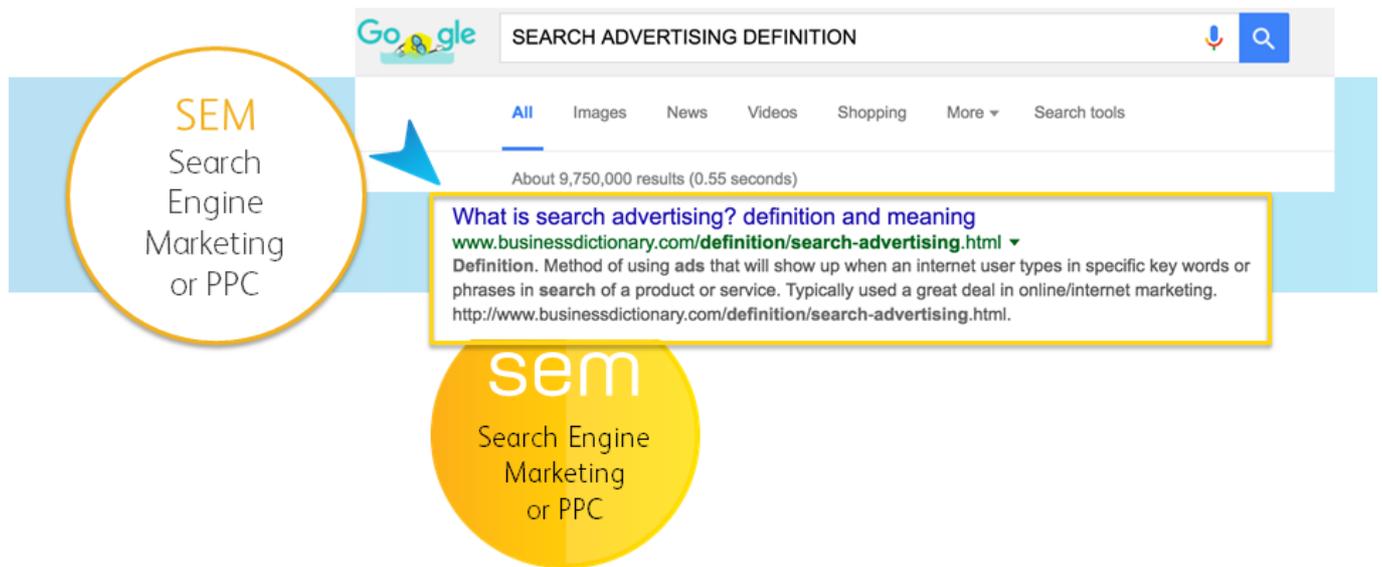
SEO is the process of making a site and its content more relevant for both Search Engines and searchers, helping to improve site traffic by increasing visibility. It helps searchers get to your client's site from the 'natural', 'organic', 'editorial' or 'free' search results.

There are multiple factors that influence the way a search engine ranks your Client's pages:

- Successful SEO helps a site gain top positioning for relevant keywords and phrases.
- No payment to the Search Engines, e.g., Google is not involved.

KEY POINT - SEO is the process of making a site more relevant and discoverable – by BOTH Searchers and Search Engines.

SEARCH ENGINE MARKETING (SEM)



Search Engine Marketing

Search Engine Marketing (SEM) can be a confusing term as it's sometimes used as an umbrella term to cover both Paid and Natural Search or used interchangeably with Paid Search.

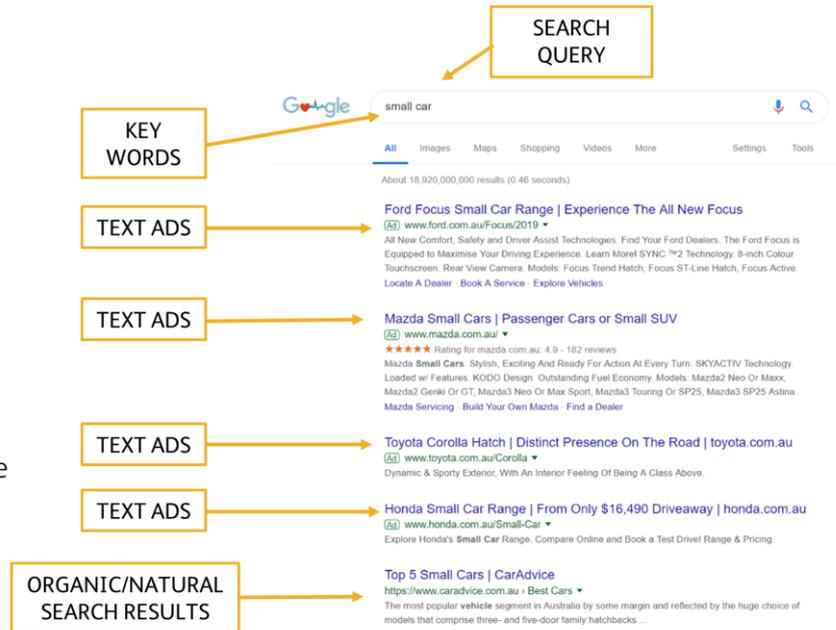
Here, SEM refers to Paid Search - also called PPC or Pay-Per-Click, as you only pay when a user clicks on the ad.

An advertiser bids for the chance to have their ad displayed when a user searches for a given keyword. These are usually text ads, which are displayed above or below of the algorithmic (organic) Search results. The most common Search transaction mechanic is the PPC model, where the advertiser pays only when the user clicks on the ad or text link.

KEY POINT – As opposed to SEO, Search Engine Marketing (SEM) is the 'paid results'. This is where advertisers bid in an auction to appear against a particular keyword or Search query.

SEM

- PAID Search is based on an auction
- NOT just the highest bid that wins
- Relevance and bid determines final price and ranking



SEM

Search term, Search query, Keyword = the word or phrase a searcher uses on their journey to brand or information discovery.

Paid Search Ads: These brands have entered the auction and are all bidding on the term 'small car'.

Position - However it is NOT just the highest bid that wins. Mazda's max bid may be higher than Ford's, but if the relevance of Ford's text ad and destination page content is higher than Mazda's, then Ford may win the auction, and appear above Mazda in this example.

Ad Formats - Paid Search ads are restricted by character length, headline up to 3 of 30x characters, up to 2 description lines at 90x characters.

In this example, what could be happening, is that Ford - in the first position has a lower bid but is more relevant for the end user than Mazda with that keyword.

KEY POINT – It is not just the highest bid that wins – how relevant your ad and site content is to the Search will determine the final price and ad position.



IN THIS SECTION WE HAVE COVERED...

1	Reasons to work in Search
2	What is Search
3	The difference between SEO and SEM

SUMMARY

Module 1: What is SEM?

In this section we have covered:

- Why work in Search.
- What is Search.
- What is the difference between SEO and SEM.

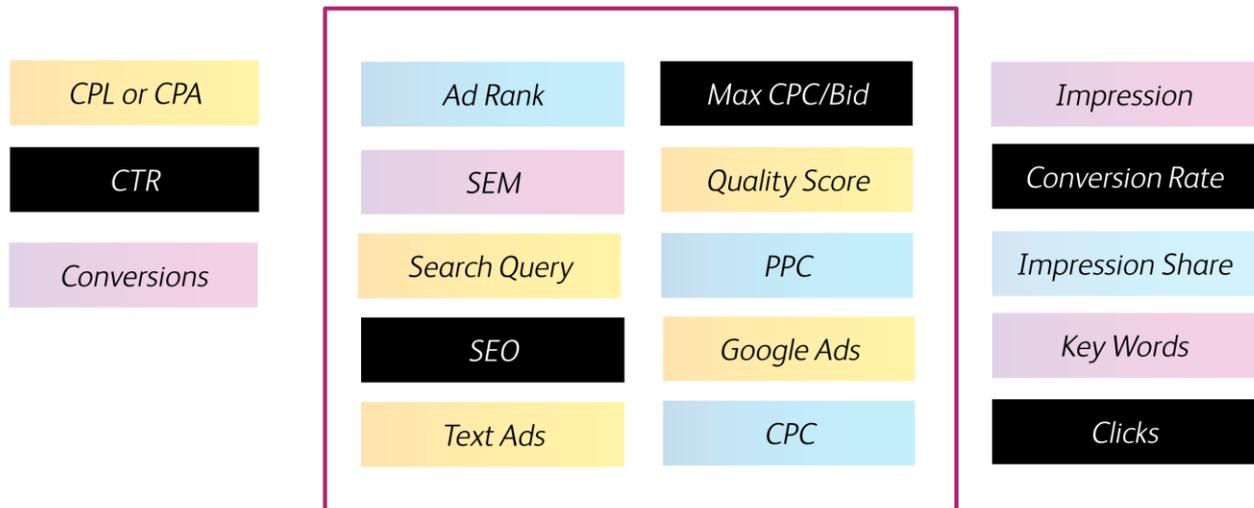
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MODULE 2 KEY TERMS STUDY GUIDE

KEY TERMS FOR SEARCH



MODULE 2 KEY TERMS

There are many terms that apply across Display, Video, Social etc., so there will be repetition. You will find all the terms and definitions in the MFA glossary,

There are 10 key terms (detailed within the box) that are unique to Search:

1. **Ad Rank:** A Google value that's used to determine your ad position, whether your ad will show against a query, and the price you pay. This is calculated using your bid amount and Quality Score, plus the expected impact of extensions and other ad formats.
2. **SEM:** This was covered earlier. Search Engine Marketing means paid advertising/Search advertising.
3. **Search Query:** Keyword string or question typed into a Search Engine by a user.
4. **SEO:** This was covered earlier. Search Engine Optimisation is a marketing discipline focussed on growing visibility in Organic (non-paid) Search Engine results.
5. **Text Ads:** Text-based ads on the Search Results Page. They can also include ad extensions, such as phone numbers and app downloads.
6. **Max CPC/Bid:** For CPC bidding campaigns, your maximum CPC is the most that you'll typically be charged for a click but it's often less. The final amount you're charged for a click is called your Actual CPC.
7. **Quality Score:** A Search Engine's estimate of the value of your ad based on click-through rate, ad relevance, and the landing page experience (such as relevance of the content to the Search query, site load speed and mobile optimisation etc). The higher your Quality Score, the better your ad will perform and the lower your CPC.
8. **PPC - Pay-Per-Click:** Is Paid Search advertising. This is the most common transaction mechanic, where advertisers only pay the Search Engine when a user clicks on the ad to go to their site.
9. **Google Ads: (Previously known as Google AdWords).** This is Google's online ad program where you can research, set up and manage SEM campaigns, as well as track and report on performance.
10. **CPC - Cost per Click:** Some trading models and search auctions charge only when a user clicks on the ad to go through to the advertiser site. This is the amount you actually pay for clicking on the ad.



IN THIS SECTION WE HAVE COVERED...



10 key terms that are very important for SEM –

- Ad Rank
- SEM
- Search Query
- SEO
- Text Ads
- Max CPC/Bid
- Quality Score
- PPC
- Google Ads
- CPC

SUMMARY

Module 2: Key Terms

In this section we have covered the 10 key terms for Search:

1. Ad Rank
2. SEM
3. Search Query
4. SEO
5. Text Ads
6. Max CPC/Bid
7. Quality Score
8. PPC
9. Google Ads
10. CPC

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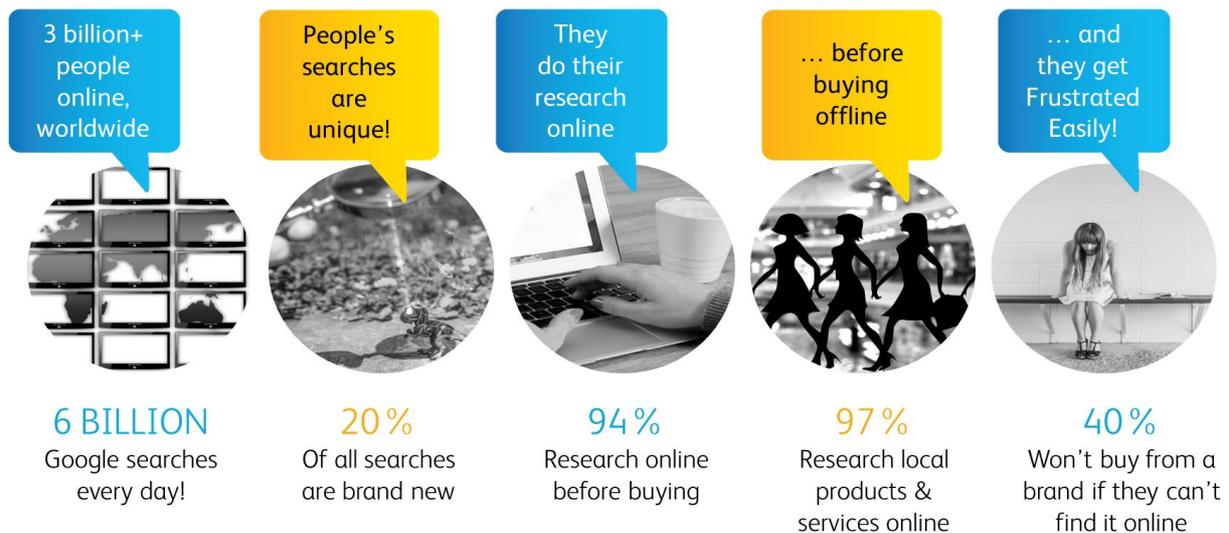
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MODULE 3
MARKET OVERVIEW
STUDY GUIDE

SEARCH IS KIND OF A BIG DEAL



MODULE 3 – MARKET OVERVIEW

Search is kind of a BIG deal

Search is like a thread that runs through all brand connection, customer experience and, on and offline purchases.

There are millions of Google searches every minute. Up to 20% of all searches are new - so people are entering Search queries and keyword combinations that Google has never encountered before.

94% of consumers research online before buying, often researching in-store on their mobiles.

For example, I was in the store the other day looking for a new toothbrush. With all of the options in front of me, I still pulled out my phone to look for the best toothbrush.

Reliance on Search means that 40% of shoppers won't buy a brand if they can't find it online.

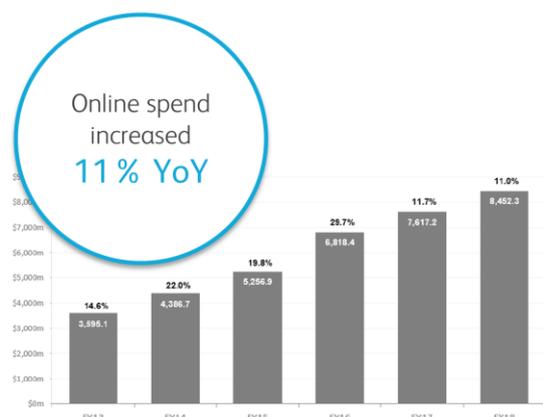
Over half of all searches are now done on mobile devices, and this figure is growing. As such, you need to ensure that your Clients' sites are optimised for mobile.

It is important to think about the role of Search in media planning:

- Search is a permanent link between brands and their audiences, connecting consumers at any time.
- People reflexively turn to their phone to learn something, do something, discover, watch, price check or buy.
- Search sets the scene for those intent-driven moments
- Think of Search as a thread running through every brand communication.

KEY POINT- Understanding your customers and their Search behaviour is an important part of media planning.

SEARCH CONTINUING YOY GROWTH



Total Australia Online Spend (\$m)



Total Australian Search and Directories Spend (\$m)

“In the twelve months ended 30 June 2018, Search and Directories made up 44.2% of all online advertising expenditure.” IAB Australia Q2 2018

*SOURCE: IAB/PwC Report June 2018

Search continues to grow Year-on-Year

Search and Directory advertising is up 7.2% year-on-year to \$3.739 billion, and accounts for almost half (44.2%) of all Australian online ad spend.

Paid Search will be a component of the media spend of all the major advertisers you work with. However, most small business and online stores are spending money on Paid Search too, due to the low cost for entry.

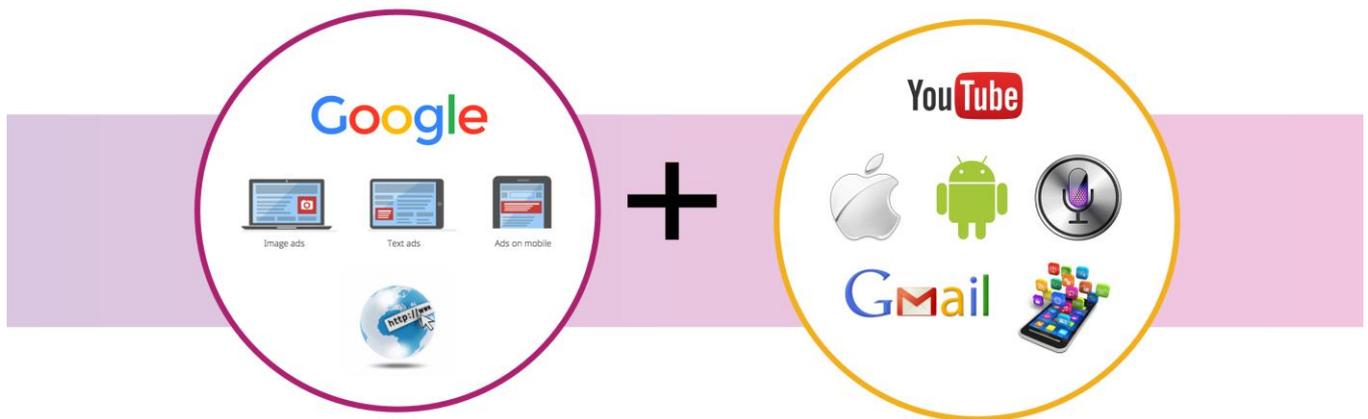
It's sometimes their only media spend, replacing previous spends on classified ads in newspapers, local magazines and directories.

It's not just blue chip clients, it's every small and large business that are using Paid Search advertising.

Paid Search accounts for close to 50% of online ad spend and continues to grow, with steady double-digit growth year-on-year.

KEY POINT- Advertisers spend nearly AU \$3.7 billion PER year on Paid Search, and it's still growing!

SEARCH CONTINUES TO EVOLVE



Search continues to evolve

Technology is evolving and changing the way that Search is experienced and delivered, for example,

- The rapid take-up of Mobile Search
- The rise of Voice Search
- The expectations of Search through social, email and video.

What is Google's Machine Learning Algorithm?

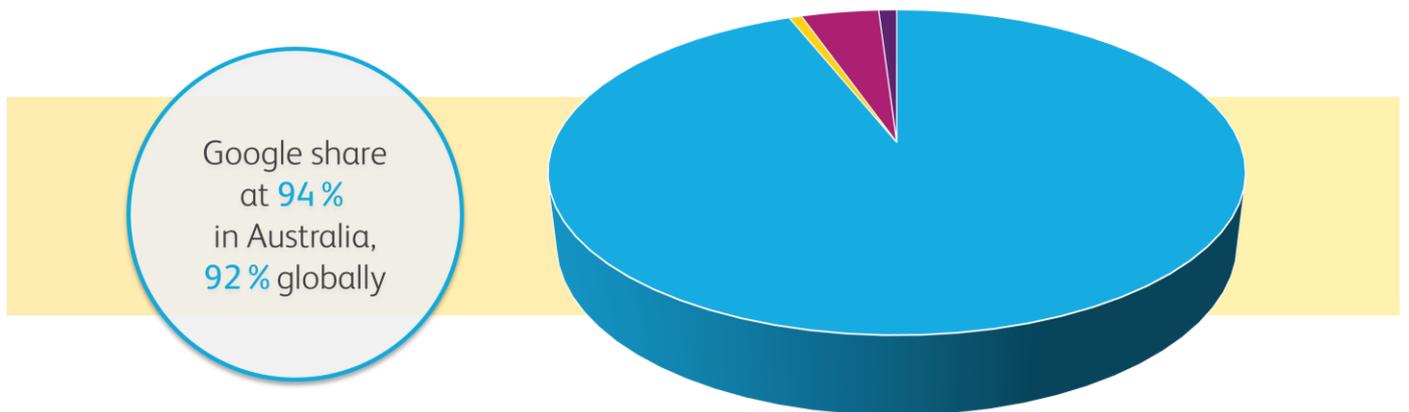
Google's Machine Learning algorithm seeks to improve Search accuracy by understanding the searcher's intent and the contextual meaning of queries. Search then becomes personal and customised to the user.

This evolution means that advertisers are also changing the way they view Search, from a functional perspective to a new understanding of Search being about audiences.

Advertisers are moving from purely technical and keyword-based practices to using Search data and insights to fuel consumer strategy, understand potential customers, and anticipate and respond to customer needs at every stage of their journey.

KEY POINT- As technology evolves, search becomes more customised and personalised.

SEARCH IN AUSTRALIA IS DOMINATED BY GOOGLE



Search in Australia is dominated by Google.

- 94 % of all Australian searches are on Google Search Engines.
- There has been some growth for Microsoft Ads (specifically on desktop) with the inclusion of their Search Engine in more Microsoft's desktop, set as the default Search Engine in Windows 10 and Microsoft's new browser, Edge.

Globally, Google has a 92 % share.

- In China, where Google has no presence, Baidu is the dominant local Search Engine.
- In Russia, Yandex delivers 52 % of search requests.

KEY POINTS -

- **Search is a big deal – it is part of every customer's experience.**
- **Spend on Search continues to grow and evolve.**
- **In Australia, Search is dominated by Google (and in most countries around the world)**

IN THIS SECTION WE HAVE COVERED...

1	Search is a big deal, it is a part of every customer's experience
2	Spend on Search continues to grow and evolve
3	In Australia, Search is dominated by Google

SUMMARY

Module 3: Market Overview

In this section we have covered:

- Search is a big deal. It is part of every customer's experience.
- Spend on Search continues to grow and evolve.
- In Australia, search is dominated by Google.

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MODULE 4

BUYING MODELS AND
TARGETING TACTICS
STUDY GUIDE

TARGETING TACTICS AND OPTIONS



Module 4 – Buying Models and Targeting Tactics

This is the buying model and what you need to think about.

KEY POINTS – When planning and buying Paid Search, like the previous courses, you need to understand the targeting options.

TARGETING TACTICS AND OPTIONS



The below definitions of Targeting Options have been discussed within the Display, Video and Social modules. Here are some examples of Targeting Options specifically for Search.

1. **Audience Targeting** - is targeting a specific audience based on their demographics, interests, life stage or, most likely, a combination of these. For example, Porsche may want to target audiences earning a higher salary which would be put into their audience targeting.
2. **Re-Targeting** - or as Google calls it, re-marketing, is the process of exposing ads to an audience that has already been exposed to a message, offer or advertiser's website. It's an opportunity to target users who have visited but not converted on what they previously browsed. For example, referring back to the toothbrush example previously discussed, once you search for a toothbrush online, you will receive ads popping up for the days following.
3. **Location Targeting** - is tailored and relevant messages based on a user's location. The additional benefit is reduction of impression wastage and media costs. It's possible due to the plethora of data now available and the importance of the mobile device to our audience. For example, searching 'Pizzas near me' in the CBD.
4. **Date and Time Targeting** - is an option that restricts advertising to run at times of day when it's most likely to reach and engage the target audience. For example, McDonalds ads during lunchtime from 10am - 2pm Monday-Friday.

An important thing to watch out for when applying multiple Targeting methods is to ensure you reach the right people in sufficient numbers, rather than just showing your ads to a limited few. Most Search Engine campaign management systems have tools to check where your ads might appear as a result of your targeting methods.

KEY POINT – When applying multiple Targeting methods, ensure you reach the right people in sufficient numbers rather than just showing your ads to a limited few.

AUCTION BASED MEDIA BUYING/SELLING

Search Engines price keywords based on popularity / competitiveness and relevance.



Importantly, all budgets can be capped on a daily basis to control costs.

Auction-Based Buying and Selling

The SEM trading model is based on an auction. Advertisers only pay when you click on the ad.

Every time a user searches, an auction is run based on all the advertisers who have placed bids on the keywords that appear in that search phrase.

It is not just about price. All Search platforms trade on an auction base. Search Engines such as Google consider the relevance of your ad and landing page to ensure that only useful results are delivered to users – Ad Rank.

The auction itself is a second price auction (also called a Vickery auction, and a bit like eBay). You only pay \$0.01 more than the person behind you.

An advertiser pays \$0.01 more than the advertiser behind them. So long as it is no higher than their maximum bid. While the auction sets the price each advertiser will pay, they only pay when someone actually clicks on their ad.

Ensure you are managing budgets, setting the pacing (for example spending the budget evenly and ensuring it isn't all spent in the first day of the month), and determining bid strategies.

KEY POINTS – The SEM trading model is based on an auction, however advertisers only pay when someone clicks on their ad.

THINK RELEVANCE



Ad Rank determines price, position and placement.

The final price paid, the position and whether or not the ad even appears is all based on your Ad Rank, which is calculated by Google.

What is Ad Rank?

Ad Rank is based on Max Bid (CPC), relevance to the searcher, and how effective Google thinks your ad will be.

KEY POINT: Ad Rank determines price, position and placement.

HOW DOES THE SEM AUCTION WORK?



How does the SEM auction work?

The auction isn't just based on bids, like normal auctions.

The ads have to be relevant to the Search query, so that everyone has a good experience.

For example, if I am searching for the latest pair of blue Nike shoes and I get results for red Nike shoes, I will not be happy as a user as it is not a relevant search query.

KEY POINT - Ads have to be relevant to the Search query, so that everyone has a good experience.

THE OTHER FACTORS INVOLVED

1. EXPECTED CLICK THROUGH RATE

2. LANDING PAGE EXPERIENCE

3. AD RELEVANCE

4. AD EXTENSIONS

Other factors involved are:

1. Expected Click Through Rate: The prediction of how well your ad will perform, therefore Click Through Rate.
2. Landing Page Experience: How relevant and original the content is, so that the user can complete their task, easily navigable and if it is a good experience for the user.
3. Ad Relevance: The language used in your ad, that relates to the ad query. For example, if you are searching for blue Nike shoes, ensure you have blue Nike shoes in the headline.
4. Ad Extensions: Give more information to improve relevancy to the user so they click on your ad. For example, phone numbers, website's domain, call-out extensions.

KEY POINT – Consider all factors that will enhance the user's experience, so they click on you ad.

GOOGLE COMBINES THE BID WITH THESE MULTIPLE FACTORS TO GET THE AD RANK

	BID	QUALITY	EXTENSIONS	AD RANK
<i>Brand A</i>	\$4	Low	None	5
<i>Brand B</i>	\$3	High	1 extension	15
<i>Brand C</i>	\$2	High	Several	20
<i>Brand D</i>	\$1	Medium	Medium	8

Google combines the bid with the multiple factors to get the Ad Rank.

Below is an example of Ad Rank campaigns:

	Bid	Quality	Extensions	Ad Rank
A	\$4	Low	No	5
B	\$3	High	1 extension	15
C	\$2	High	several	20
D	\$1	Medium	medium	8

THE AD RANK SCORE DETERMINES THE AD POSITION ON THE PAGE

	BID	QUALITY	EXTENSIONS	AD RANK
<i>Brand C</i>	\$2	High	Several	20
<i>Brand B</i>	\$3	High	1 extension	15
<i>Brand D</i>	\$1	Medium	Medium	8
<i>Brand A</i>	\$4	Low	None	5

The Ad Rank score determines the Ad position on the page.

Brand C has the highest Ad Rank score of 20, so it receives the first position because of its quality score and formats, even though it has a low bid.

Brand B has the second position with an Ad Rank score of 15.

Brand D will have the third position, and so on.

This is how the Ads are ranked.

BUT HOW DO YOU PAY?

	BID	QUALITY	EXTENSIONS	AD RANK
<i>Brand C</i>	\$2	High	Several	20
<i>Brand B</i>	\$3	High	1 extension	15
<i>Brand D</i>	\$1	Medium	Medium	8
<i>Brand A</i>	\$4	Low	None	5

After Ad Rank, you can calculate how much each advertiser will pay. You pay 1 cent more than the amount needed to stay in front of the brand behind you and no more than your Max Bid. Google calculates the price you pay for a click.

KEY POINT: Google calculates the price you pay based on your Ad Rank and Max Bid/CPC.

MANAGING COSTS

Most Expensive Insurance keywords

tal income protection insurance	\$196
life insurance	\$154
car crash insurance claim advice	\$148
aarp funeral insurance	\$146
life insurance quick quote	\$133

Managing Costs

Search can be incredibly cost-efficient, but as you can see from the Cost-Per-Click (CPC) for these keywords in the insurance category, they can be expensive. In this example \$196 may still be good value to an advertiser, if you can factor in lifetime customer value from a successful click.

Factors such as the competitive market, seasonality and limited Search queries can all contribute to high costs.

Before you set your maximum CPC and Maximum Bids, it is important to understand what a click is worth to your Client and understand the profitability to your Client for a specific product and campaign:

- Start with the goal and objective in mind.
- Understand how much a click on your site could be worth to your Client. For example, this may be higher if they are about to buy a flight to LA or lower if they're just navigating to see how many loyalty points they have.

Understanding the click value means you can set your **Max CPC**, and modify for other factors such as device type, keywords, audience segment (for example, you may bid higher for people who are coming back to your site).

You can manually set Maximum CPC or use Google's automated features to manage it for you.

KEY POINTS –

- Understand what each click is worth to your Client before you set your Max Bid.
- Make sure your site is relevant to the Search query or that Keyword can be very expensive.

5 KEY STEPS

PRE CAMPAIGN

LIVE – Start paying when ads are clicked

1	2	3	4	5
Determine KPIs and decide which keywords you want to show ads for.	Write Ads	Bid & Quality Score	Potential customers can easily find your website.	On-going optimisation according to client KPIs.

There are 5 key steps to the campaign process:

Pre-Campaign:

1. Determine the campaign's KPIs and decide which keywords you want to show ads for.
 - What are the business results you need to achieve for your client?
 - Once these have been agreed, you can create a list of the main searches you'd want your ads to show against.

For example, if your campaign was for Cricket Australia, you would build keywords around cricket tickets, upcoming matches or more general sport related things to do. In this example, the KPI would be match attendance and ticket sales.

2. Write Ads
 - Explore all variations - plurals, synonyms and variants of brand names/product names/colours/sizes, and then group them in common themes. These are called Ad Groups.
 - Write ads that are highly relevant to each set of keywords that will show when people search, such as brand name, product name and call-to-action.

Live Campaign (Start paying when ads are clicked):

3. Quality Score
 - Based on how much you bid and the other Quality Score factors, your ads will show against relevant searches in a position.
4. Potential customers can easily find your website
5. On-going optimisation according to Client KPIs
 - Performance data is available in real time - ads, keywords, landing pages and bids are continuously optimised to drive client performance

KEY POINTS – There are 5 key steps to the campaign process.

IN THIS SECTION WE HAVE COVERED...

1	Examples of Search targeting tactics
2	Auction based buying
3	Ad Rank
4	How to manage your costs
5	The campaign steps

SUMMARY

Module 4: Buying Models and Targeting Tactics

In this section we have covered:

- Examples of Search Targeting Tactics.
- Auction based buying.
- Ad Rank.
- How to manage your costs.
- The campaign steps.

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MODULE 5 CREATIVE REQUIREMENTS STUDY GUIDE

EFFECTIVE AD COPY

1. Include Keywords	2. Brand	3. Call To Action	4. Landing Page Relevance	5. Check Detail
Put the keyword in the title.	Highlight unique selling proposition (USP)	Use a strong call to action. Include prices, promotions	Ad copy should align with messaging on the landing page. (where searchers can also find more information)	Pay attention to syntax, grammar and spelling.

Module 5 – Basic creative requirements

The five key points to ensure Effective Ad copy:

1. Include keywords – put the keyword in the title.
2. Brand – highlight Unique Selling Proposition (USP)
3. Call-to-action – use a strong call-to-action. Include prices, promotions
 - Drive action through the copy, for example, sale on a specific product being searched.
 - ‘Click here now’
4. Landing Page Relevance – ad copy should align with messaging on the landing page (where searchers can also find more information).
 - Relevance is key. Think about what the user has searched for and what they want to see.
5. Check the Detail – pay attention to syntax, grammar and spelling

Additional tips:

- Be aware of competitors’ Ad Copy and what is performing for them.
- Use ad extensions (these help the ad stand out and offer extra functionality, for example, ‘click to call’).

Ensure that you adhere to the Google ads or Microsoft ads policy requirement, because non-compliant ads will be disapproved. The policy requirements update fairly frequently, so check regularly that you have the most up-to-date information.

KEY POINT - Developing relevant and impactful Search Ad Copy is part of a Search Executives role.

EXAMPLE OF EFFECTIVE AD COPY

Why is this
AD COPY
Effective?

The screenshot shows a Google search for 'shop shimano pedals'. Three ads are displayed, each with a clear headline, a URL, a star rating, and a detailed description of benefits and offers.

Ad 1:
Headline: Bike Pedals | Bicycle Pedals for sale | Bicycles Online
URL: www.bicyclesonline.com.au/
Rating: 4.7 - 381 reviews
Description: Free Shipping Australia-Wide Save up to 40% Off Retail Prices! Free 14 Day Test Ride. Mountain Bikes - from \$425.00 - Free 14 day test ride - More
Location: unit 13/25 Frenchs Forest Road East, Frenchs Forest NSW

Ad 2:
Headline: Shimano Bikes | Call Us Today.
URL: www.cyclingdeal.com.au/ (08) 6263 4595
Description: Huge Range Of Bikes. Great Prices. Free Shipping Over \$50. Buy Online. Fast Delivery. Expert Advice. Top Quality Support. Exciting Deals. Excellent Quality & Price. Genuine Products. Shipping Nationwide. Own It Now Pay Later. Range of Top Brands. Excellent Service. Brands: Shimano,

Ad 3:
Headline: Buy Shimano Pedals Online | Australia's No.1 Bike Website
URL: www.bikeexchange.com.au/
Rating: 4.5 - 268 reviews
Description: Huge Range of Shimano Bike Pedals, Low Prices and Fast AU Delivery. All the Top Brands. Cycling Collection · Combination Pedals · Shop Bikes · Clip In Pedals · Platform Pedals

Example of Effective Ad Copy

Broad requirements for text ads are:

- Three headlines of text with 30 characters in each.
- Up to two descriptions, max 90 characters in each.
- No excessive punctuation or capitalisation, for example, "Save BIG \$\$\$\$!!!!!"
- No typos.
- Do not use ALL CAPS
- The relevant URL is automatically generated.

For extensions, best practice tips:

- Try to include 4+ sitelinks to give the user more to respond to. They won't always show but Google will choose them for you if relevant.
- Include Call Out extensions to add relevance to your copy (aim for 4), for example, location, call or other extensions to give added features on mobile.

EXAMPLE OF EFFECTIVE AD COPY

The image shows a Google search for 'shop shimano pedals'. Three search results are visible, each with a callout box pointing to a specific feature:

- Callout 1:** 'Put the keyword in the title.' points to the title 'Bike Pedals | Bicycle Pedals for sale | Bicycles Online'.
- Callout 2:** 'Highlight the USP.' points to the text 'Free Shipping Australia-Wide Save up to 40% Off Retail Prices! Free 14 Day Test Ride.' in the first ad.
- Callout 3:** 'Strong call to action. Includes prices + promos.' points to the text 'Huge Range Of Bikes. Great Prices. Free Shipping Over \$50. Buy Online. Fast Delivery. Expert Advice. Top Quality Support. Exciting Deals. Excellent Quality & Price. Genuine Products. Shipping Nationwide. Own It Now Pay Later. Range of Top Brands. Excellent Service. Brands: Shimano,' in the second ad.

Effective Ad Copy Example

In this example, the ad copy is effective because:

- Includes the keyword in the title.
- Calls out a USP with a call-to-action. Including the price makes it stand out from the competition to drive action.
- Includes ad extensions, for example, 'Seller Ratings,' which show users the high rating it has received from other customers.
- Includes 'Site Links' that offer users a choice of different points of entry to the site. These also take up more real estate on the page, which pushes its competitors further down the page.

KEY POINTS - Effective ad copy requires on-going keyword and consumer research, as well as rigorous keyword testing.



IN THIS SECTION WE HAVE COVERED...

1	The best way to write an Effective Ad Copy
2	An example of Effective Ad Copy



SUMMARY

Module 5: Creative Requirements

In this section we have covered:

- How to write effective Ad Copy
- An example of Effective Ad copy

CERTIFICATE I
SEM

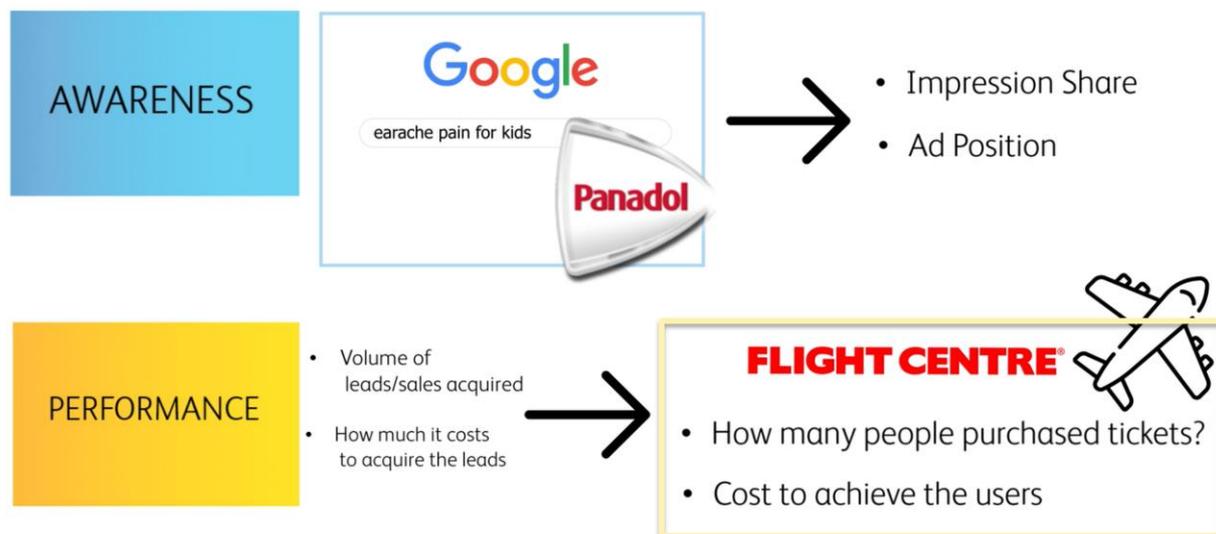


DIGITAL FOUNDATIONS

MODULE 6
MEASUREMENT AND
EVALUATION

STUDY GUIDE

OPTIMISATION METRICS



MODULE 6 – MEASUREMENT AND EVALUATION

This module covers Measurement and Evaluation, and a few additional things we think you need to know.

Optimisation Metrics

There is a lot of measurement data available that can be used to report on and analyse performance. We can also use performance data to make changes to the campaign and adjust bid strategies in order to optimise the campaign so that it delivers as effectively as possible.

But while there is plenty to measure, it is important to focus on what actually defines success for your campaign.

What is the goal of your Client's campaign?

In order to select the right metrics to measure, you first need to understand the campaign objectives.

Some brands use awareness metrics, with a goal of appearing against relevant search queries.

For example, 'children's earache pain relief for Panadol. The primary metrics used in this instance are Impression Share (the proportion of times your ad is shown vs your competitors), or how high in the Ad Rankings your ad is being placed (ad position).

More typically, the goal is to deliver specific conversion outcomes - either a direct sale from search, a completion of an online quote, or to read more about the benefits of a baby food.

For example, Flight Centre would measure in their performance campaign, how many people have bought tickets and what it cost them to achieve the users.

KEY POINT - Determine the right measurement metric for your campaign at the beginning, and then optimise single-mindedly toward your goal.

EXAMPLE: *Report*

CAMPAIGN		ADJUST BUDGETS BASED ON TOP CAMPAIGN PERFORMANCE (pre defined KPIs)							
Optimise budgets and settings		Locations/devices to up/down weight.							
		Impressions	Clicks	CTR	CPC	Avg. Pos	Cost	Conversions	CPA
Keyword	Keyword A	1,200	123	10.3%	\$0.80	1	\$98.40	12	\$8.20
	Keyword B	1,300	102	7.8%	\$0.54	2	\$55.08	15	\$3.67
Adjust Bids	Keyword C	3,000	156	5.2%	\$0.43	3	\$67.08	11	\$6.10
	Keyword D	1,000	112	11.2%	\$0.22	2	\$24.64	20	\$1.23

This data is typically sourced from the search engine or your search campaign management system.

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Reporting Example

Accounts and campaigns are structured carefully around the product range, website structure and objective. Getting the structure right for your account is important as they can be very complex. For example, one of your client's accounts might have tens of thousands of keywords under management.

There is no one best way to set structure, but the purpose is to make controlling performance as easy as possible in order to ensure the account can be as segmented as required, and to tightly align keywords and ads.

This reporting data example is typically sourced from the Search platform. The data shows:

- Keyword C would be best for an awareness campaign, looking at impressions and clicks.
- Keyword D has the maximum amount of conversions for the lowest price.

Each advertiser will likely have one account (for example, Samsung) with multiple campaigns (i.e. Televisions, Cameras) and individual Ad Groups (tightly defined keyword lists, for example, budget flat screen TV's). Analysis is done at top-level down to individual keyword.

Testing is a rigorous and structured process. It includes constant examination of various things such as:

- Keyword lists
- Bid structures
- Bid strategies
- Ad groups
- Landing pages
- Keyword relevancy

KEY POINTS - Search reporting provides an overview of top-level results, down to individual Keyword and Ad Copy performance.

NEED TO KNOW...

GOOGLE SUPPORT	WHAT'S TRENDING	MARKET UPDATES
		
Everything about account management Academy.exceedlms.com	Google Trends https://www.google.com.au/trends/	Latest updates for SEM & SEO http://searchengineland.com/

Need To Know

- Read industry blogs and sites to learn more about the evolution of Search.
- Google, with 92 % of the global market, is the source for technical, strategy and policy updates, as well as comprehensive Google Ads training.
- **Google Support:** Google Ads Help - Latest account management updates including how-to and basic account set-up.
- **Google Trends:** Shows how often a Search term is entered relative to the total Search volume across various regions of the world, and in various languages.
- **Keyword Planner:** Google keyword ideas and traffic estimates.
- **Search Engine Land:** Subscribe for industry updates for SEM & SEO.

KEY POINT- Google Support tools are an excellent place to get started in Search.



IN THIS SECTION WE HAVE COVERED...

1	How to select the right Optimisation metrics
2	It is important to talk to the client to understand what they want to see in the report (KPI's)
3	Relevant reporting data
4	Google Support tools to stay up to date



SUMMARY

Module 6: Measurement and Evaluation

In this section we have covered:

- How to select the right Optimisation metrics.
- Talk to client what they want to see in the report – KPI's.
- Relevant reporting data.
- More information - Google support tools to stay up to date.

SUMMARY

KEY TERMS	BUYING	CREATIVE EXAMPLE
		
<p>SEM: <i>Paid Search Advertising</i></p> <p>CPC: <i>Cost per Click</i></p>	<p>BUYING METHOD: <i>Auction, CPC</i></p> <p>INFLUENCES ON COST: <i>Competition and Quality Score</i></p>	

IN SUMMARY...

Paid Search advertising is part of our Client's overall Search Strategy, helping brands connect with consumers wherever and whenever they need to know something.

Paid Search is auction-based and is paid on a Cost-Per-Click basis.

But it's as much about relevance and answering a question as it is about paying to be there.

Paid Search works with SEO, but with different strategies. Pay-Per-Click is a channel that allows you to really understand consumer behaviour and optimise on results instantly.

This concludes the SEM Module.

To achieve certification, you will need to successfully complete the Certificate I exam covering Paid Digital media for all four courses: Display, Video, Social and SEM.

You will then need to complete Certificate II, which includes four additional topics: SEO, Content Marketing, Programmatic and Measurement that Matters.

You will need to achieve a result of 80 % or more to pass.

Good luck!