Search Engine Marketing

Search engine marketing (SEM) is a form of Internet marketing that involves the promotion of websites by increasing their visibility in search engine results pages (SERPs) primarily through paid advertising.

3 KEY THINGS TO GRASP SEM

KEYWORD RESEARCH

Find out what your target audience is searching and what it will take to actually rank for those keywords. Google's own **Keyword Planner** is the best tool for this.

INCLUDE A CALL-TO-ACTION

What do you want the viewer of your ad to do? 'Contact Us', 'Call Now', 'Buy Today'?   Prompt the person searching with a clear CTA.

A/B TEST YOUR AD COPY

Replace ads that aren't performing well with other variations and mix it up with different benefits/offers/CTAs in the ad copy.

DOs & DON'Ts

DO make sure that the landing page matches the search term, ad copy and ad URL. Not only does this mean a better user-experience, but it will increase your conversion rate and ad-quality score.

DO regularly check on campaigns and ad performance. Google ads are not 'set & forget' The more you monitor and tweak them, the better they can perform.

DO link Google Ads account to Analytics to give you the best insights and better track conversions & enable remarketing campaigns.

DON'T forget, you are not the customer. The keywords and search terms you would use to search for your business are not the same as your customers'.

DON'T put all your keywords in one ad group. By grouping in them in different 'themes', you can tailor the ads to those keywords and increase the click-through rate and conversion possibilities.

DON'T pay for ads that aren't bringing you customers. Optimise your negative keyword list to include irrelevant search terms: the things your business or product isn't. Also, if your brand name or product is unique and ranks well in organic search, it's a waste of $$ to pay for ads targeting your own brand as keywords.