

JOIN OUR COURSE AND
LEARN FROM THE EXPERTS

Master the Art of Search Engine Advertising



Beginner's Guide to Search Engine Advertising

Mastering the Beginner's Guide to search engine advertising is not just about reaching your audience; it's about creating meaningful connections, sparking curiosity, and guiding individuals toward valuable knowledge and opportunities in the vast online landscape.



Published by Queva Publishers

Search Engine Advertising (SEA).

What is it about?

The "Beginner's Guide to Search Engine Advertising" refer to the basics of advertising on search engines such as Google, Bing, and Yahoo. This type of advertising is also known as search engine advertising or SEA (Search Engine Advertising).

Imagine that the Internet is a giant library, similar to the largest library in the world. This library contains billions of pages of information on almost every subject you can imagine. People visit this library daily to find answers to their questions, discover products, search for services and more.

Now, in this huge library, you have a special section where you can put your books. These books contain information about your company, products or services. Of course, you want people to see these books and become interested in them, but there is one problem: there are so many books in this library that it is difficult to stand out.

This is where the "Beginner's Guide to Search Engine Advertising" come into play. Think of search engines like Google and Bing as librarians. When people want to know something, they go to these librarians and ask for help. The librarians then try to find the most relevant books that fit what people are looking for.

Here's where advertising comes in. Imagine being able to pay these librarians to put your books at the top of the list of recommended books when someone searches for something related to your business, products or services. This is exactly what search engine advertising or SEA (Search Engine Advertising) is all about.

The "Beginner's Guide to Search Engine Advertising" cover the basic principles and strategies companies use to make sure their books (in this case, digital ads) stand out in the vast library of the Internet when people are searching for relevant information. This includes selecting the right "keywords" people use to search, creating attractive ads that grab their attention and managing their budgets to make sure they can advertise effectively.

The ultimate goal of Search Engine Advertising is to make sure that when people search for information online, your books (ads) appear at the top of the list, allowing you to attract more visitors to your Web site and highlight your products or services. It's like paying for extra visibility in the Internet's digital library.

About the author:

Hans Boin has worked in ICT for 25 years. He has worked in various positions at many (inter- and national) companies and institutions. The last 10 years he has supported these companies as a freelancer to our mutual satisfaction. Due to physical problems, he quit and is now enjoying his life by traveling a lot.

Search Engine Advertising (SEA).

Program

Course duration: 4 weeks (1 module per week) excluding 2 bonus lessons.

Module 1: Introduction to SEA

- Lesson 1: What is SEA and why is it important?
- Lesson 2: Understanding the SEA ecosystem: search engines and advertising platforms.
- Lesson 3: Key SEA terminology and metrics.

Module 2: Keyword research and selection.

- Lesson 1: The importance of keyword research.
- Lesson 2: Tools and techniques for keyword research.
- Lesson 3: Keyword selection and match types.

Module 3: Campaign setup and optimization.

- Lesson 1: Creating targeted ad campaigns.
- Lesson 2: Ad groups and ad layouts.
- Lesson 3: A/B testing and optimization of ads.

Module 4: Budget Management and Performance Measurement.

- Lesson 1: Budget planning and bidding strategies.
- Lesson 2: Monitoring ad performance.
- Lesson 3: Reporting and KPIs in SEA.

Bonus Module 5: Advanced Strategies

- Lesson 1: Remarketing and audience segmentation.

Search Engine Advertising (SEA).

- Lesson 2: Geographic targeting and mobile ads.
- Lesson 3: Advertising on social media and display networks.

Bonus lesson: Integration with SEO

- Lesson 1: How SEA and SEO complement each other.
- Lesson 2: Create synergy between paid and organic search results.

Bonus lesson: Technical optimization of the website.

Search Engine Advertising (SEA).

MODULE 1: Introduction to SEA

What is SEA and why is it important?

Welcome to the first lesson of the Beginner's Guide to Search Engine Advertising (SEA) course. In this lesson, we will explore what SEA is and why it has become an essential part of digital marketing strategies. With actual example, the words will be explained.

WHAT IS SEA?

SEA stands for Search Engine Advertising is a form of online advertising in which advertisers display paid ads in the search results of search engines such as Google, Bing, Yahoo, and other search engines. SEA allows companies and advertisers to bring their products, services, or content to the attention of users who are actively searching for related information, products, or services on the Internet. Here is a more detailed explanation of what SEA entails.

You provide a nice ad, with a number of keywords. A visitor searches for something and gives a number of keywords, two of which are the same as the ones you gave. The search engine uses the keywords, images and content to find your ad and puts it in first, second or third place, and you pay for this. The customer presses on your ad and a little later it comes to an order. YOU WIN.

These ads usually appear at the top or next to organic search results when users enter specific keywords.

WHY IS SEA IMPORTANT?

SEA has gained popularity in recent years, and here are some reasons why it is critical for businesses and marketers:

Instant Visibility: SEA allows advertisers to generate instant visibility for their products or services in search engines. This is especially useful for new businesses looking to attract customers quickly.

"Imagine you are a new online shoe store that has just opened its doors. You have a beautiful collection of shoes, but no one knows of your existence yet. In this situation, SEA (Search Engine Advertising) can help you generate instant visibility. By setting up paid search ads on search engines like Google, potential customers looking for shoes can immediately see your ads when they enter relevant keywords, such as "women's running shoes" or "men's formal shoes. This allows you to raise awareness of your brand and attract new customers, even if people

Search Engine Advertising (SEA).

have never heard of you. By using SEA, you can put yourself directly in the spotlight and attract the attention of those who are actively looking for products or services like yours."

1. Measurable Results:

With SEA, you can accurately measure how your ads are performing. You can gain insight into the number of clicks, impressions, conversions and ROI of your campaigns, which helps you optimize your ad strategy.

"Imagine you have an e-commerce business that sells sporting goods and you decide to launch an ad campaign to promote your new collection of running shoes. SEA allows you to accurately measure how your ads are performing.

For example, you may see that your ads have been shown 100,000 times in Google's search results in one month. Of those impressions, 5,000 people actually clicked on your ads to get more information. Of those 5,000 clicks, 500 people actually made a purchase through your website.

Thanks to these measurable results, you can calculate that you have a click rate (CTR) of 5% (5,000 clicks / 100,000 impressions) and a conversion rate of 10% (500 conversions / 5,000 clicks). With this data, you can also calculate the ROI (Return on Investment) of your campaign. For example, if you spent on ads and generated total revenue from those ads, you could calculate your ROI to determine if your campaign is profitable.

This insight into measurable results allows you to continually optimize your ad strategy. If you see that your CTR is low, you can improve your ad copy. If your conversion rate is low, you can adjust your landing pages. Based on the metrics, you can continuously make adjustments to make your ad campaigns more effective and get a better return on your investment."

2. Flexible Budgeting:

Advertisers have complete control over their ad budgets in SEA. You can determine how much you want to spend on a daily or monthly basis, and you can adjust your budget according to your business goals.

"Let's say you own an online travel agency and you plan to use SEA to promote vacation travel to exotic destinations. First, you determine your advertising budget based on your business goals and financial resources. Let's say you start with a monthly ad budget of €5,000.

With SEA, you have complete control over this budget. You can set daily limits to ensure that your ads are displayed evenly throughout the month, or you can be flexible and adjust daily spending based on the performance of your campaigns. For example, if you find that you generate more traffic and conversions on certain days, you can choose to set a higher daily budget for those days.

In addition, you can adjust your budget at any time to meet changing business needs. Say you have a special offer for the summer months and you want to invest more in advertising to

Search Engine Advertising (SEA).

promote this offer. You can easily increase your monthly budget to accommodate this additional promotion.

With these flexible budgeting options in SEA, you have the freedom to accurately align your ad spend with your business goals and quickly adapt to changing market conditions."

3. Competitive advantage:

In many industries, companies compete for the same target audience. By using SEA, you can stand out from the competition and bring your brand to the forefront.

"Let's say you run a web design company and you operate in a very competitive market where many other companies offer similar services. To make your business stand out and gain a competitive advantage, you decide to use SEA.

You start by creating highly targeted search ads that highlight the unique benefits and expertise of your Web design company. For example, you use ad copy such as "Web Design Experts with 10+ Years of Experience" and "Affordable Web Design Solutions for SMEs."

With targeted keywords and ad extensions, you can ensure that your ads appear when people are actively searching for web design services in your area. This allows you to put your brand directly in front of potential customers looking for web design services.

Moreover, you can optimize your ads based on customer performance and feedback, which helps you to continuously improve and strengthen your competitive position. So with SEA, you can gain a competitive advantage by promoting and differentiating your business from others in the same industry, which can lead to increased market share and growth of your customer base."

Lesson 2: Understanding the SEA ecosystem:

Search engines and advertising platforms

In this lesson, we will explore the SEA ecosystem and understand which search engines and advertising platforms play a role in Search Engine Advertising. It is essential to know where your ads can be displayed and what platforms you can use to reach your target audience.

The Main Search Engines

1. **Google Ads:** By far the most popular search engine for SEA is Google. Google Ads allows advertisers to display ads in Google's search results and on websites that are part of the Google Display Network. This platform offers various ad formats, including text ads, display ads and video ads.

Search Engine Advertising (SEA).

2. **Bing Ads:** Bing is another major search engine that offers SEA capabilities. Bing Ads is similar to Google Ads and allows advertisers to place ads in Bing and Yahoo search results.

Advertising platforms

In addition to search engines, there are several advertising platforms you can use to manage and distribute your ads. Here are some examples:

1. **Google Ads (formerly Google AdWords):** This is Google's advertising platform on which you can create and manage your search ads, display ads, video ads and shopping ads.

2. **Microsoft Advertising (formerly Bing Ads):** Microsoft Advertising is the advertising platform for ads on Bing and Yahoo. Here you can create and manage search ads.

3. **Facebook Ads:** Facebook provides a powerful advertising platform that allows you to target ads based on user demographics, interests and behavior. This is ideal for social media marketing.

4. **LinkedIn Ads:** If you are targeting a business audience, LinkedIn Ads is an excellent choice. You can create ads that specifically target professionals and business decision makers.

5. **Twitter or X-Ads:** Twitter also offers advertising opportunities that allow you to promote tweets and increase your reach.

Understanding the SEA ecosystem is critical to deciding where to display your ads and which platforms are best suited for your target audience. In the next lesson, we will delve deeper into how to create and target effective ads on these platforms.

Lesson 3: Key SEA Terminology and Metrics.

In this lesson, we will explore key terminology and metrics within Search Engine Advertising (SEA). Understanding these terms and metrics is essential to effectively manage and optimize your advertising campaigns.

Key SEA terminology

1. **Clicks (Clicks):** This refers to the number of times users have clicked on your ad. For example, if your ad is displayed 100 times and 10 people click on it, you have 10 clicks.

2. **Displays (Impressions):** This is the total number of times your ad was displayed to users, even if they did not click on it.

3. **CTR (Click-Through Rate):** The CTR is calculated by dividing the number of clicks by the number of impressions and multiplying by 100 to get a percentage. For example, a CTR of 2% means that 2 out of 100 impressions resulted in a click.

Search Engine Advertising (SEA).

4. **CPC (Cost Per Click):** This is the average cost for each click on your ad. For example, if you spent \$100 on your ad campaign and received 50 clicks, your CPC is \$2.
5. **Conversion:** A conversion occurs when a user takes the desired action after clicking on your ad. This can be a purchase, a sign-up, a download or any other desired action.
6. **CPA (Cost Per Acquisition):** The CPA represents the cost you incur to achieve one conversion. It is calculated by dividing the total cost of your campaign by the number of conversions.
7. **Ad Rank:** Ad Rank is the position of your ad in search results and is influenced by several factors, including the quality score of your ad and your bidding strategy.

Suppose you have an online shoe store and run an ad campaign on Google Ads. Here are some examples of how you can apply this terminology:

- Your ad is shown 1,000 times (impressions) and gets 50 clicks (clicks). Your CTR is then 5% ($50/1,000 \times 100$).

- You have spent \$200 on your campaign and receive 40 clicks. Your CPC is then \$5 ($\$200/40$).

- Of those 40 clicks, you have achieved 5 conversions (e.g., 5 purchases). Your conversion rate is then 12.5% ($5/40 \times 100$).

- Your total cost for the campaign is \$200, and you have achieved 5 conversions. Your CPA is then \$40 ($\$200/5$).

Understanding these terms and metrics will help you measure and optimize the performance of your SEA campaigns. In the next lesson, we will cover how to create and structure effective ad campaigns.

In short, SEA offers a powerful way to increase your online presence, attract customers and achieve measurable results. In the following lessons, we will delve deeper into the specifics of SEA and how to set up and manage effective ad campaigns.

Search Engine Advertising (SEA).

Module 2: Keyword research and selection.

The art of uncovering the language your customers speak, shaping your digital presence.

Lesson 1: The importance of keyword research.

Keyword research is a crucial part of search engine optimization (SEO) and online marketing. In this lesson, we will discuss why keyword research is so important to the success of your online presence and how to conduct it.

Why is keyword research important?

1. **Increases visibility:** By understanding what keywords people use to search for products, services or information relevant to your business, you can optimize your website to rank better in search engines. This makes your website more visible to potential customers.
2. **Attracts targeted traffic:** Keyword research helps you identify keywords with high search volume and relevant search intent. By optimizing for these keywords, you attract traffic that is actually interested in what you have to offer.
3. **Competitive Analysis:** Keyword research also allows you to discover which keywords your competitors are targeting. This gives you insight into the market and allows you to adjust your strategy to stay competitive.
4. **Content Strategy:** Keyword research is essential to developing an effective content strategy. You can create content that matches your target audience's needs and interests based on the keywords they use.

How do you conduct keyword research?

1. **Brainstorming:** Start by gathering possible keywords that are relevant to your business. These can be general terms, specific products or services, locations, and so on.
2. **Keyword tools:** Use keyword research tools such as Google Keyword Planner, Ahrefs, SEMrush, or Moz Keyword Explorer to analyze keywords. These tools provide insight into search volumes, competition, and related keywords.
3. **Analyze the competition:** See what keywords your competitors are targeting and analyze their strategies. This can help you identify opportunities.
4. **Understand search intent:** Pay attention to the search intent behind specific keywords. Are people looking for information, products, reviews, or something else? Adjust your content accordingly.
5. **Long-tail keywords:** Consider targeting long-tail keywords, which may have less search volume but often offer less competition and higher conversion rates.

Search Engine Advertising (SEA).

6. Optimize your website: After you have identified the relevant keywords, optimize your website, including titles, meta descriptions, headlines and the content itself, to naturally include these keywords.

Keyword research is an ongoing process. You need to regularly evaluate and adjust your keywords based on changing trends and market conditions. It helps you build and maintain a strong online presence, which can ultimately lead to more traffic, leads and sales for your business.

Lesson 2: Tools and techniques for keyword research

In this lesson, we will take a closer look at the different tools and techniques you can use to conduct effective keyword research. The proper use of tools and techniques can help you identify the most relevant and profitable keywords for your website or business.

1. Google Keyword Planner is free tool from Google is an excellent place to start. It provides information on search volumes, competition and bids for keywords within Google Ads. You can also get suggestions for new keywords based on your input.

2. Ahrefs is a paid tool that provides comprehensive information about keywords, competitors and backlinks. It helps you analyze organic search results and find keywords with high search volume and low competition.

3. SEMrush is another paid tool that focuses on competitive analysis and keyword research. It provides detailed data on keywords, search volumes, trends and more.

4. Moz Keyword Explorer also provides a powerful keyword research tool that helps you find high-potential keywords. It provides insight into search volumes and ranking difficulty for specific keywords.

5. Google Trends is also a free tool from Google helps you identify emerging keyword trends and seasonal variations. It can help you plan your content strategy.

6. Long-tail keywords (minimum 4 words) Don't forget to consider long-tail keywords, which often have less competition and can attract highly targeted traffic. These are often specific searches with three or more words.

7. Competitive analysis: Study your competitors' search results to understand what keywords they are targeting and what strategies they are using. This can help you identify opportunities.

8. Search intent: Understand the search intent behind specific keywords. Are people looking for information, products, services, locations, prices, or something else? Adjust your content and optimization strategy accordingly.

9. Content clustering: Organize your content around themes and clusters of related keywords. This helps search engines better understand the relevance of your content and can help you rank higher.

Search Engine Advertising (SEA).

Using these tools and techniques along with ongoing monitoring and adjustment of your keyword strategy can lead to a more effective SEO strategy and greater online visibility for your website or business. It is important to remember that keyword research is an ongoing process that requires constant attention and adjustment.

Lesson 3: Keyword selection and match types

In this lesson, we will take a closer look at keyword selection and the different match types you can use when implementing your keyword strategy. Selecting keywords and match types correctly is critical to ensuring that your ads and content are displayed to the right audience.

Search word selection:

1. **Relevance:** The most important aspect of keyword selection is relevance. Choose keywords that are closely related to your products, services or content. This will ensure that you attract the right audience.
2. **Search volume:** Consider the search volume of keywords. Although keywords with high search volume can be attractive, keywords with lower search volume can sometimes be more valuable because they have less competition.
3. **Long-tail keywords:** Consider including long-tail keywords, which are more specific and often have less competition. They can lead to more targeted traffic.
4. **Negative keywords:** Think about negative keywords that you want to exclude. These are keywords you do not want to appear for because they are not relevant to your offering.

Match types:

1. **Broad search:** This displays your ad for searches that contain variants, synonyms and related keywords. It is the broadest match type and can lead to wider reach, but also to less relevant impressions.
2. **Phrase search:** This displays your ad for searches that contain the exact phrase structure of your keyword, but with different words before or after. This offers more control than broad search and can generate more relevant impressions.
3. **Exact Search:** This displays your ad only for exactly matching searches. This match type is the most restrictive and can yield the most relevant impressions, but usually has a smaller reach.
4. **Broad match modifier:** Specifies which specific words should absolutely be present in the search query. This provides some flexibility while still maintaining relevance.
5. **Negative keywords:** Use negative keywords to exclude searches for which you don't want to appear. This helps refine your ad reach and prevent impressions for irrelevant searches.

Search Engine Advertising (SEA).

Selecting the right keywords and match types is an ongoing process. You need to regularly evaluate your performance, eliminate unwanted keywords and identify new keyword opportunities. By doing this, you can use your ad budget more efficiently and achieve better results in terms of relevant traffic and conversions. It is important to experiment and optimize based on your specific goals and performance.

Negative keywords are keywords or terms that advertisers exclude from their ad campaigns in search engine advertising (SEA). These negative keywords are used to prevent ads from being displayed to users who are looking for something irrelevant to the advertiser's offer. Here is an example of negative keywords in the context of an ad campaign for an online shoe store:

Suppose the online shoe store sells a wide range of shoes, including athletic shoes, hiking boots, ankle boots and sandals. They want to advertise for searches about these shoes but want to avoid displaying their ads for searches that are not relevant, such as searches about free shoes or shoe repair services.

In this case, the following negative keywords could be set:

- Free: By adding the negative keyword "-Free," the advertiser ensures that their ads are not displayed when users search for free shoes. This saves ad budget and ensures that the ads are displayed only to users who are willing to pay for shoes.

- Repair: The negative keyword "-repair" prevents the ads from being displayed for shoe repair searches. This is relevant because the store does not offer shoe repair services, so they do not want to pay for clicks from people looking for repair services.

- Second-hand: If the store sells only new shoes, they can add the negative keyword "-Second-hand" to prevent their ads from being displayed for second-hand shoe searches.

By adding these negative keywords to their ad campaign, the shoe store can increase the relevance of their ads and use their ad budget more effectively by advertising for searches closely related to their product offerings. It also helps reduce unwanted traffic and clicks, improving the ROI of the campaign.

In Google Ads:

In your Google Ads account, click on the campaign or ad group where you want to add negative keywords.

In the Keywords tab, click on "Negative keywords" in the side menu.

Then click the blue plus icon to add new negative keywords. Now choose whether to add a negative keyword at the campaign or ad group level. Then enter the keyword you want to exclude. (Almost done!)

Select the match type (broad, word group, exact) for the negative keyword and save your changes.

Search Engine Advertising (SEA).

Module 3: Campaign setup and optimization.

The cornerstone of success, where strategic planning meets real-time adaptability.

Lesson 1: Creating targeted ad campaigns.

In this lesson, we will discuss how to create targeted ad campaigns. The success of your ad campaigns depends on how well you understand your goals, audiences and message and how effectively you can translate them into your ads.

Steps for creating targeted ad campaigns:

1. Define your goals:

- Before you start creating an ad campaign, you need to clearly define what you want to achieve. Do you want to generate more website traffic, collect leads, sell products or increase brand awareness? The goals will determine the focus of your campaign.

2. Know your target audience:

- Understand who your ideal customers are. Create personas or customer profiles to understand their demographics, interests, needs and buying habits. This allows you to target ads to the right people.

A persona is a detailed description of a fictional character created to better understand the target audience for a product, service or marketing campaign. The purpose of creating personas is to find out who your potential customers are, what their needs and goals are, and how to communicate with them more effectively. A persona usually consists of several elements, including:

Demographic data: This includes information such as age, gender, location, marital status, income and education level. These demographic data help paint a general picture of the persona.

Psychographic characteristics: This includes personal characteristics, interests, lifestyle, values, attitudes and behaviors of the persona. Psychographic characteristics are crucial because they help in understanding the persona's motivations and decision-making processes.

Goals and challenges: A persona describes the specific goals the persona is trying to achieve and the challenges they may face. This helps in understanding the persona's needs and how your product or service can help.

Buying behavior: This includes information about how the persona makes decisions about purchases. It can include details about where they look for information, how they compare products and what factors influence their purchasing decisions.

Search Engine Advertising (SEA).

Communication preferences: This includes how the persona prefers to communicate. Some people prefer emails, while others prefer to be contacted via social media or phone.

Fictional name and image: To make the persona more human, marketers often give the persona a fictional name and image. This makes it easier for the team to imagine and work with the persona.

Quote or quote: A short statement or quote that captures the persona's attitudes, needs or goals can be helpful in embodying the persona.

Creating personas helps marketers and product developers focus on the specific needs and desires of their target audience, which in turn can lead to more effective communication, product development and marketing strategies. It is important to note that companies can usually have multiple personas, depending on the diversity of their target audiences. The goal is to gain a deep understanding of the different segments of the target audience and be able to respond accordingly.

Task: Create a persona that applies to all buyers for your niche.

3. Research your competition:

- Analyze what your competitors are doing in your market or industry. Find out what types of ads and messages are effective and learn from their successes and mistakes.

4. Choose the right advertising platform:

- Select the advertising platform that best suits your goals and target audience. Popular platforms include Google Ads, Facebook Ads, Instagram Ads, LinkedIn Ads, and more.

5. Create attractive ads:

- Make sure your ads stand out and are attractive. Use compelling headlines, relevant images or videos and clear call-to-actions (CTAs). Make sure the message matches your target audience's needs and interests.

A Call-to-Action (CTA) is a marketing term that refers to a specific instruction or request designed to encourage the reader, viewer or user to take a particular action. CTAs are commonly used in various forms of marketing communications, including advertisements, emails, Web pages, social media and more. The primary purpose of a CTA is to lead the recipient to a desired action, such as clicking a link, filling out a form, making a purchase, subscribing to a newsletter, and so on.

How a CTA works and some of its key elements:

Clear and actionable text: A CTA usually begins with a short, clear and actionable sentence or phrase that urges the reader to act. Examples include "Buy Now," "Learn More," "Sign Up," "Get a Quote," and "Call Us Today."

Eye-catching design: CTAs are usually visually striking. They are often displayed in button form, with contrasting colors and in a position on the page that is easy to find. The goal is to grab the user's attention.

Search Engine Advertising (SEA).

Relevant positioning: The placement of a CTA is essential. It should be placed in a logical and strategic location, often near the relevant content or information for which the action is being requested.

Offers value or benefits: An effective CTA often communicates the value or benefits the user will receive if he or she takes the suggested action. For example, "Save 20% today" or "Receive exclusive updates."

Link or button: CTAs are usually presented as clickable links or buttons that lead the user directly to the destination where the action can be performed. These links can point to Web pages, forms, purchase pages or other relevant destinations.

Measurement and optimization: The success of a CTA can be measured by the number of clicks, conversions and other relevant statistics. Marketers analyze this data to evaluate the effectiveness of their CTAs and optimize them if necessary.

CTAs are crucial elements in digital marketing because they can drive conversion from visitors to customers or leads. A well-designed CTA addresses the needs and interests of the target audience and motivates them to take further action, which is essential for achieving marketing goals and maximizing value for the business.

6. Use targeting options:

- Use the targeting options on your chosen ad platform to target your ads to specific demographics, locations, interests and keywords. This increases the likelihood that your ads will be displayed to the right people.

``A targeting option, in the context of online advertising and digital marketing, refers to the ability to target ads to specific audiences or users based on certain criteria. Targeting options allow advertisers to show their ads to people likely to be interested in their products, services or content, allowing them to advertise more effectively and spend their marketing budget more efficiently.

Here are some common targeting options that advertisers can use:

Demographic targeting: This looks at characteristics such as age, gender, location, marital status, income and education level of the target audience.

Interest-based targeting: advertisers can target their ads to users who have shown interest in specific topics, categories or activities, such as travel, technology, sports, and so on.

Behavioral targeting: This involves showing ads to users based on their online behavior, such as websites they have visited, searches they have made and previous interactions with ads.

Geographic targeting: Advertisers can show their ads to users in specific geographic areas, ranging from countries and regions to cities and even specific zip codes.

Device and platform targeting: Advertisers can choose to display their ads on specific devices (e.g., desktop, mobile, tablet) or on specific platforms such as social media, apps or websites.

Time of day and time of day targeting: Advertisers can determine which days of the week and times of day their ads are displayed to reach their target audience at the most relevant time.

Search Engine Advertising (SEA).

Retargeting: This allows advertisers to show ads to users who have previously visited their website or clicked on their ads, with the goal of bringing them back to the site or completing a particular action.

Contextual targeting: Advertisers can place ads on websites or content relevant to the products or services they offer, increasing the likelihood that they will be seen by interested users.

Choosing the right targeting options is critical to the success of a digital marketing campaign because it allows advertisers to accurately tailor their message to the right audience. This increases the likelihood of engagement, conversions and ultimately achieving marketing goals.

7. Set a budget and schedule:

- Decide how much you want to spend on your ad campaign and set a daily or total budget. Also plan the duration of your campaign, including start and end dates.

8. Measure and optimize:

- Install tracking tools to measure the performance of your ad campaign. Analyze results regularly and adjust your campaign based on the data collected. Optimize ads, targeting and budget to get better results.

9. A/B testing:

- Conduct A/B testing to determine which ad variations perform best. Test different headlines, images, CTAs and landing pages to find out what produces the most success.

Creating targeted ad campaigns requires planning, research and ongoing optimization. By adjusting your campaigns based on performance and continuing to learn about your target audience, you can develop effective ads that support your business goals. This knowledge will help you build successful online marketing campaigns.

Lesson 2: Ad groups and ad layouts.

Understanding ad groups and ad layouts essential for creating effective search engine ad campaigns.

Advertising groups:

1. **Definition:** Ad groups are an organizational unit within a search engine ad campaign. They contain a group of related keywords and ads. The purpose of ad groups is to show relevant ads to searchers using specific keywords.
2. **Segmentation:** Ad groups help you segment your campaign based on relevant keywords and themes. It is essential to group keywords into the same ad group if they have similar intentions or themes so that you can display relevant ads.
3. **Relevant ads:** By linking keywords and ads within the same ad group, you can create ads that match users' search intent. This increases the likelihood of clicks and conversions.
4. **Budget management:** You can manage the budget of each ad group separately. This provides flexibility in allocating budgets to the most important and profitable ad groups.

Search Engine Advertising (SEA).

5. **Keyword Agreement:** Within ad groups, you can use different types of keyword agreement, such as exact, phrase and broad agreement, to manage the way your ads are displayed.

Advertising layouts:

1. **Definition:** Ad layouts refer to the visual and textual representation of your ads on the search results page of search engines. Different ad layouts are available depending on the ad platform and campaign type.
2. **Text ads:** These are the most common ad formats for search engines. They consist of a headline, visible URL and description. Text ads are usually good for promoting products or services and contain relevant keywords.
3. **Image ads:** These ads contain visual elements, such as images or graphic illustrations. They are often used for display ads on the Google Display Network and can also be used in search ads.
4. **Responsive ads:** This ad format automatically adjusts to the available ad space and can include both text and images. Responsive ads can be used in both search ads and display ads.
5. **Video ads:** Video ads are used to display video content on platforms such as YouTube. They are ideal for brand awareness and storytelling.
6. **Shopping ads:** Used for e-commerce campaigns, these ads show product images, prices and availability directly in search results. They are crucial for online retailers.
7. **App ads:** For mobile app promotion campaigns, you can use app ads to encourage app installations. They include a brief description of the app and an installation link.
8. **Local ads:** Local ad formats allow physical businesses to display their location information, opening hours and clickable maps.

As a SEA specialist, it is important to understand which ad layouts are best suited for different goals and audiences. Testing different layouts and optimizing ads for maximum performance is a crucial part of your role. In addition, organizing your keywords into relevant ad groups is vital to creating an effective campaign structure.

Lesson 3: A/B testing and optimization of ads.

A/B testing and subsequent optimization of ads a crucial part of your job. It allows you to improve ads and use your ad budget more effectively. Here is a detailed explanation of A/B testing and ad optimization:

A/B testing of ads:

A/B testing, also known as split testing, is a process of creating two (or more) different versions of an ad and showing them simultaneously to similar audiences to determine which version performs better. Here's how to run an A/B test:

1. **Choose a variable:** Decide which aspect of your ad you want to test. This could include the ad header, the ad text, the call to action, the image, the landing page or even the bidding strategy.

Search Engine Advertising (SEA).

2. **Create variants:** Create two (or more) different versions of your ad, changing only one element. All other aspects must remain the same to allow a fair comparison.
3. **Random assignment:** The ad platform will randomly assign visitors to one of the variants within your test group.
4. **Collect data:** Run the A/B test for a sufficient period of time to collect sufficient data. This can vary depending on the volume of your ad traffic and the desired statistical reliability.
5. **Analyze results:** Evaluate the performance of different variants based on key metrics such as click rate (CTR), conversion rate, cost per conversion and return on ad spend (ROAS).
6. **Optimize:** Use the insights from your A/B testing to identify the winning variant and apply these optimizations to your ongoing campaigns.

Cost and control of A/B testing costs:

Running A/B testing can come at a cost, but it is an investment that is often worthwhile because of the improvements in ad performance it can bring. Here are some tips for managing the cost of A/B testing:

1. **Start with small tests:** Start by testing only one element at a time to minimize costs. If you change multiple aspects at once, it is more difficult to identify the cause of any changes in performance.
2. **Limit testing budget:** Set a budget limit for your A/B testing campaign to prevent costs from spiraling out of control. Once you've collected enough data and made optimizations, you can implement the winning element into your main campaigns.
3. **Use automated bidding strategies:** Some advertising platforms offer automated bidding strategies that can help you spend your budget more efficiently and keep your costs down.
4. **Set clear goals:** Before you start an A/B test, set clear goals and performance indicators. This will allow you to assess the cost relative to performance and decide if the test is worth the investment.
5. **Monitor regularly:** Monitor your A/B testing regularly to notice unexpected cost increases and adjust if necessary.

It is important to strike a balance between running A/B tests to optimize your ads and controlling costs. The ultimate goal is to create ads that produce better results and use the ad budget effectively.

Search Engine Advertising (SEA).

Module 4: Budget Management and Performance Measurement.

Lesson 1: Budget planning and bidding strategies

In this lesson, we will discuss how to effectively plan budget and determine bidding strategies for your online marketing campaigns. Managing your budget and choosing the right bidding strategies is essential to getting the best results and optimizing your ad spend.

Budget Planning:

Determine your total advertising budget: Start by determining the total amount you are willing to spend on your online marketing campaigns. This can be monthly, quarterly or yearly.

Divide your budget: Allocate a portion of your total budget to each advertising platform you use. You can prioritize based on the effectiveness of each platform and your goals.

Consider the competition: Consider the competition on your chosen advertising platforms. In highly competitive markets, you may need to allocate a larger budget to compete.

Set daily or monthly limits: To manage your spending, you can set daily or monthly limits for each campaign. This helps keep you from going through your budget too quickly.

Bidding strategies:

CPC (Cost-Per-Click):

With CPC bidding, you only pay when someone actually clicks on your ad. This is suitable for campaigns aimed at generating traffic to your website.

CPM (Cost-Per-Mille):

With CPM bidding, you pay per 1,000 impressions of your ad, regardless of whether it is clicked. This can be effective for campaigns focused on brand awareness.

CPA (Cost-Per-Acquisition):

CPA bids focus on achieving a specific conversion, such as a purchase or signup. You pay only when the desired action is completed.

ROAS (Return on Ad Spend):

ROAS bidding focuses on achieving a certain ratio of ad spend to revenue generated. This is appropriate for e-commerce companies.

Search Engine Advertising (SEA).

Automatic bidding strategies:

Many ad platforms offer automatic bidding strategies, where the platform optimizes bids to achieve your goals. This can be useful if you don't want to bid manually.

Manual bidding:

If you want more control over your bids, you can set up manual bidding. However, this requires thorough insight into the performance of your campaigns and keywords.

Continuous optimization:

It is important to continually monitor and adjust your budget and bidding strategies. Analyze the performance of your campaigns, identify what works and what doesn't, and adjust manage your budget more effectively and achieve your goals. Keep experimenting with different bidding strategies and budget allocations to discover what works best for your business.

Lesson 2: Monitoring ad performance

In this lesson, we will discuss how to effectively monitor and measure the performance of your ad campaigns. Tracking results closely is vital to understanding how well your campaigns are performing and where there is room for improvement.

Steps for monitoring ad performance:

Set measurement goals: Define clear measurement goals that align with your campaigns' objectives. This can include the number of website conversions, click rate (CTR), cost per conversion, ROAS (Return on Ad Spend), and other relevant KPIs.

Use tracking tools: Implement tracking tools such as Google Analytics and conversion pixel codes to track user behavior on your website and measure how your ads contribute to conversions.

Reporting and dashboards: Create custom reports and dashboards in ad platforms and analytics tools to track performance in an organized way. This can help you gain quick insight into key metrics.

Analyze click and conversion data: View click rate (CTR), number of clicks, conversion rate and cost per conversion. This data provides insight into how effective your ads are in attracting relevant visitors and generating desired actions.

Monitor budgets: Keep track of your expenses to make sure you stay within your budget. Watch daily and monthly expenses to avoid unexpected costs.

Segmentation of data: Split your data into different segments, such as demographics, locations or devices, to understand which segments are performing best and which may need improvement.

Search Engine Advertising (SEA).

Competitive Analysis: Track the performance of your competitors to see how your campaigns compare to theirs. Identify strengths and weaknesses compared to the competition.

A/B testing: Run A/B tests to test different elements of your ads, such as headlines, images or CTAs. Analyze which variants perform better.

Optimize based on data: Make changes to your campaigns based on the data you've collected. Adjust bids, targeting, ad texts and landing pages to improve performance.

Regular reporting: Regularly communicate performance results to stakeholders within your organization. This keeps everyone informed and facilitates decision-making.

By actively monitoring and measuring, you can gain insight into what is and isn't working in your ad campaigns. This allows you to make strategic decisions and use your budget and resources more effectively to achieve your marketing goals. The process of monitoring and optimization is ongoing and helps you continually improve your campaigns.

Lesson 3: Reporting and KPIs in SEA.

In this lesson, we will focus on reporting and key performance indicators (KPIs) relevant to Search Engine Advertising (SEA). Understanding and using KPIs effectively is essential to measuring and improving the success of your SEA campaigns.

KPIs, or Key Performance Indicators, are measurable performance indicators used to measure and evaluate the success and effectiveness of a business, project, campaign or process. KPIs are essential metrics that help organizations understand their goals, measure progress toward those goals and support decision-making. KPIs vary widely depending on the type of organization and the specific goal being pursued.

Here is an example of a KPI: Conversion Rate

Definition: Conversion rate is a KPI used to measure the percentage of visitors who take a desired action on a Web site, such as making a purchase, filling out a form or signing up for a newsletter.

Calculation: The conversion rate is calculated by dividing the number of conversions by the number of visitors and multiplying by 100 to get the percentage.

Key performance indicators (KPIs) in SEA:

Click Rate (CTR): The CTR measures the percentage of people who clicked on your ad in relation to the number of impressions. A higher CTR indicates that your ad is attractive and relevant to your target audience.

Search Engine Advertising (SEA).

Cost per click (CPC): CPC indicates how much you pay each time someone clicks on your ad. A lower CPC can help you manage your ad spend more efficiently.

Conversion rate: This is the percentage of people who take the desired action after clicking on your ad, such as making a purchase, filling out a form or signing up. A higher conversion rate indicates effective landing pages and ads.

Cost per conversion (CPA): The CPA indicates how much you pay on average for each conversion. It is an important indicator of the efficiency of your ad spend and profitability.

Return on Ad Spend (ROAS): ROAS measures the ratio between the revenue you earn through your ads and the cost of those ads. It helps you understand whether your ads are profitable.

Quality Score: Google Ads uses a Quality Score that assesses the quality of your ads, keywords and landing pages. A higher Quality Score can result in lower CPCs and better ad positions.

Ad position: This indicates where your ads appear in search results or on a website. Higher positions can lead to more visibility, but also higher costs.

Search Impression Share (Search Impression Share): This measures the percentage of times your ads are displayed compared to the total number of possible impressions. It can indicate where your ads are missing opportunities.

Reporting:

Set up custom reports: Use reporting tools in ad platforms to create custom reports specific to your goals and KPIs.

1. **Google Ads (formerly Google AdWords):**

- **Google Data Studio:** Google Data Studio is a powerful tool that lets you create custom reports with data from Google Ads and other sources. You can create custom charts, tables and graphs to visualize your KPIs.

2. **Facebook Ads:**

- **Facebook Ads Manager:** Facebook provides a built-in reporting feature that allows you to generate reports based on your ad campaigns. You can also export data to CSV files for further analysis.

3. **LinkedIn Ads:**

- **LinkedIn Campaign Manager:** LinkedIn provides reporting tools for tracking the performance of your ad campaigns. You can generate custom reports related to clicks, conversions and other KPIs.

4. **Twitter Ads:**

- **Twitter Ads Dashboard:** Twitter offers comprehensive reporting in the Twitter Ads Dashboard. You can customize reports to view data on campaigns, audiences and ad performance.

5. **Microsoft Advertising (formerly Bing Ads):**

- **Microsoft Advertising Intelligence:** Microsoft Advertising has built-in reporting tools for generating custom reports on search ad campaigns.

Search Engine Advertising (SEA).

6. Amazon Advertising:

- **Amazon Advertising Console:** Amazon provides reporting features that allow you to track the performance of your ads on Amazon. You can export data and create custom reports.

7. Instagram Ads:

8. Pinterest Ads:

- **Pinterest Ads Manager:** Pinterest provides reporting tools for tracking performance of your ad campaigns on the platform.

9. Snapchat Ads:

- **Snapchat Ads Manager:** Snapchat provides reporting features for analyzing the performance of your ads on Snapchat.

10. YouTube Ads:

- **YouTube Analytics:** YouTube has a separate tool called YouTube Analytics that allows you to generate detailed reports for YouTube ad campaigns.

When creating custom reports, it's important to consider which KPIs are most relevant to you and what data you want to visualize. Most ad platforms offer the ability to filter, customize and export data so you can create reports that meet your specific needs and goals.

Periodic reporting: Set up a regular reporting cycle, such as weekly or monthly, to track and evaluate the performance of your SEA campaigns.

Visualize data: Use graphs and charts to display data visually, making it easier to identify trends and patterns.

Analyze data: Analyze data thoroughly to gain insights into which campaigns, ads or keywords are performing well and which need improvement.

Alignment with goals: Compare the report data with your predefined objectives to determine if you are on track to achieve your goals.

Optimize based on reporting: Use insights from reporting to make changes to your bids, ad copy, targeting and budgets to improve performance.

Understanding and effectively using KPIs and reporting is crucial for measuring and improving the performance of your SEA campaigns. It allows you to make informed decisions and manage your budget efficiently to achieve your business goals. Always keep learning and experimenting to refine and optimize your SEA strategy.

Search Engine Advertising (SEA).

Bonus Module 5: Budget Management and Performance Measurement.

Advanced strategies (optional)

Lesson 1: Remarketing and audience segmentation

In this lesson, we will discuss the advanced strategies of remarketing and audience segmentation. Remarketing is a powerful technique that allows you to display ads to people who have previously interacted with your website or brand. Audience segmentation is about targeting specific groups of people based on their behavior and interests.

Remarketing:

Remarketing is a digital marketing strategy used to target potential customers who have previously interacted with your website, products or services, but have not yet completed a conversion, such as a purchase or subscription. The goal of remarketing is to remind these previous visitors of your offer and encourage them to return and take the desired action. This could include buying an e-book, such as "After All Those Years" by Hans Boin.

Here is a step-by-step explanation of how remarketing works:

1. Tracking pixel or code: To enable remarketing, you need to implement a tracking pixel or code on your Web site. This is a small piece of code that tracks visitors' behavior on your site, such as which pages they visited and what actions they took.
2. Build visitor lists: Once the tracking code is implemented, it begins to collect data about your site's visitors. You can then create lists based on specific criteria, such as visitors who visited a particular page or visitors who spent a certain amount of time on your site.
3. Advertising: After you have compiled lists, you can create ad campaigns that target these specific groups of visitors. These can be displaying ads, text ads or video ads, depending on the platform you use for your ads.
4. Display ads: When a member of your remarketing list visits other websites that offer ad space, such as Google Display Network or social media platforms, your remarketing ads can be displayed to those visitors. This reminds them of your e-book and encourages them to return to your website.
5. Conversions tracking: It is important to track the performance of your remarketing campaigns. This includes measuring conversions, such as the number of ebooks sold as a result of your ads.

Here is an example of a remarketing ad for your e-book "A New Life" by Françoise Ogier

Advertising title: Discover book "A new life" by Françoise Ogier

Image: Add an attractive image of the book cover.

Advert text: Rediscover this compelling story! book "A New Life" by Françoise Ogier is now available. Don't miss out - get your copy today!

Search Engine Advertising (SEA).

Call-to-action: "Buy now." or "Download here."

Target page: Link to the e-book order page on your website.

Targeting: Target your ads to the remarketing list of visitors who previously visited your website but did not make a purchase.

Budget and schedule: Set a budget and ad schedule that match your goals and target audience.

Be sure to closely monitor and optimize your ad to get the best results in terms of conversions and ROI (Return on Investment). Remarketing can be a powerful way to bring your e-book to the attention of people who have already shown interest in your offer.

To implement a tracking pixel or code for remarketing, you need to use specific code provided by the advertising platform you use, such as Google Ads or Facebook Ads. Below is an example of how you would implement the Google Ads remarketing tag but remember that the exact steps and code may vary depending on the platform you use.

1. **Create a Google Ads account:** If you don't already have one, create an account with Google Ads (formerly Google AdWords) and configure your campaign for remarketing.
2. **Create a remarketing list:** In your Google Ads account, create a remarketing list based on the criteria you want to use, such as visitors to a specific page on your website.
3. **Generate the tracking code:** Go to the admin interface of your Google Ads account and navigate to the remarketing list you created. There you will find the option to generate the tracking code.
4. **Implement the code on your website:** Place the above tracking code on each page of your website, directly before the `</head>` tag of the page's HTML. This ensures that the code is executed every time someone visits your website.
5. **Test the tracking code:** Make sure the code is implemented correctly by using the Tag Assistant extension for Google Chrome or a similar tool. This allows you to verify that the tracking code is executed without errors.
6. **Publish your website:** After testing the code and making sure it works correctly, publish your website with the tracking code.

Keep in mind that this is just an example of implementing the tracking code for Google Ads remarketing. For other ad platforms, such as Facebook Ads, follow the specific instructions and generate the corresponding code based on their guidelines.

It is also important to comply with privacy laws, such as the General Data Protection Regulation (AVG) in Europe. Make sure you have a clear privacy policy and inform visitors about the use of cookies and tracking on your website. Also consider using cookie banner tools to obtain visitors' consent before placing tracking cookies.

Applications of remarketing: You can use remarketing for various purposes, such as promoting products left in a shopping cart, encouraging newsletter signups, or showing related products to people who have previously made a purchase.

Search Engine Advertising (SEA).

Target segmentation:

What is audience segmentation? Audience segmentation involves dividing your audience into different segments based on specific characteristics, such as demographics, behaviors, interests and purchase history.

Benefits of audience segmentation: It allows you to create more targeted ads and spend your budget more efficiently. You can tailor different messages and offers to each segment to increase engagement.

Segmentation strategies: Segmentation can be done based on demographics such as age and gender, location data, search behavior, interests and interactions with your brand.

Creating audience segmentation is an important part of any marketing strategy. Here are the steps to creating audience segmentation:

1. **Collect data:** Start collecting data on your current customers, leads and Web site visitors. This data can include demographic information, behavioral information and psychographic information. Demographic data includes things like age, gender, location and income. Behavioral data includes customer behavior, such as previous purchases or interactions with your Web site. Psychographic data includes interests, values and lifestyle characteristics.
2. **Segment by demographic characteristics:** The most obvious way to segment is by demographics, such as age, gender, location and income. This helps you identify groups of people who have similar characteristics.
3. **Segment based on behavior:** Look at the behavior of your customers and leads. What actions have they taken on your website? Have they already made purchases? Do you have information about their shopping behavior, such as how often they store or what products they buy? Segment based on these behaviors to identify groups with similar behaviors.
4. **Segment based on psychographic characteristics:** Try to understand what drives your target audience. What are their interests, values and lifestyle characteristics? Are there certain psychographic segments that match your product or service? This can help you determine which messages and approaches will be most effective.
5. **Combine segmentation criteria:** You can also combine multiple criteria to gain deeper insights into your target audience. For example, you could create a segment of female customers between the ages of 25 and 34 who live in urban areas, are interested in sustainability and have previously purchased products from you.
6. **Test and refine:** Segmentation is an ongoing process. Test different segmentation criteria and see which ones are most effective in achieving your goals. Adjust your strategy based on the results and refine your segmentation over time.
7. **Use tools and software:** There are numerous tools and software available to help you analyze and segment your target audience. Customer relationship management (CRM) systems, marketing automation tools and data analysis tools can be valuable in collecting and analyzing data and managing your segmentation.
8. **Adjust your marketing strategy:** After you've segmented your audiences, adapt your marketing strategy to create specific messages and offers that match each segment. This makes for more relevant communications and can lead to higher conversion rates.
9. **Monitor and measure:** Monitor the performance of your segmentation. Use statistics and metrics to assess how well each segment is performing and adjust your strategy if necessary.

Search Engine Advertising (SEA).

By using audience segmentation effectively, you can optimize your marketing efforts and ensure that you deliver the right message to the right people at the right time.

Lesson 2: Geographic targeting and mobile ads

In this lesson, we will focus on geographic targeting and mobile ads as advanced ad strategies.

Geographic targeting:

What is geographic targeting?

Geographic targeting, also known as location targeting, is a digital marketing strategy that displays ads to people based on their physical location or geographic area. This means that advertisers can target their ads to specific regions, cities, countries, or even certain streets or zip code areas, depending on the precision of the available data.

Geographic targeting can be applied to various online advertising platforms and can be useful for a variety of purposes, including:

1. **Local businesses:** Local businesses, such as restaurants, stores and service providers, can use geographic targeting to display their ads to people who are in the immediate vicinity of their establishment. This helps attract potential customers who can actually physically come to the store.
2. **Regional marketing:** Companies with a regional or national presence can target their advertising budgets to specific regions where they want to have the most impact. This can be based on demographic, cultural or economic factors.
3. **Event promotion:** If you are hosting an event, you can use geographic targeting to show ads to people near the location of the event. This can help increase participation.
4. **Language and culture:** Advertisers can combine geographic targeting with language settings to display relevant ads to people in specific language areas or cultural communities.
5. **Ad optimization:** Geographic targeting can be used to display ads only to areas where your products or services are available. This avoids unnecessary costs for clicks and displays from people outside your target market.
6. **International expansion:** Companies looking to expand internationally can use geographic targeting to focus their ads on specific countries or regions where they want to tap new markets.
7. **Emergency and local services:** In emergency or local service situations, geographic targeting can be used to disseminate important information to people in specific affected areas.

Geographic targeting is often offered by advertising platforms such as Google Ads, Facebook Ads and other digital marketing tools. Advertisers can set geographic targeting by selecting specific locations on a map or by entering coordinates, place names, zip codes and other geographic parameters.

Using geographic targeting can help make ads more relevant, improve marketing efficiency and increase ROI by delivering the right message to the right people at the right time.

Search Engine Advertising (SEA).

Why is geographic targeting important? It allows you to show your ads to people who are physically close to your business or who are in specific markets where you want to advertise.

Applications of geographic targeting: You can use geographic targeting to promote local businesses, promote events in specific cities or regions, or adapt your ads to cultural differences in different markets.

Mobile ads:

Why mobile ads? Mobile traffic is constantly growing, so it is essential to optimize ads for mobile devices. Mobile ads can be shown in apps, mobile websites and search results from mobile search engines.

Responsive ads: Make sure your ads are responsive and display well on different screen sizes and devices. Mobile optimization improves the user experience.

App ads: Consider advertising in mobile apps if it is relevant to your target audience. You can place ads in apps related to your industry or target audience.

Contacting app developers or ad networks usually requires specific apps or audiences in mind. However, here are some well-known ad networks to consider for mobile app ads:

1. Google Ads (formerly Google AdWords): Google Ads offers extensive options for advertising in mobile apps through the Google Display Network. You can target your ads based on user demographics, location and interests.
2. Facebook Ads: Facebook offers a powerful advertising platform with specific options for advertising in mobile apps. You can display your ads on Facebook, Instagram and the Audience Network.
3. Apple Search Ads: If your target audience is primarily iOS users, consider using Apple Search Ads to promote your app in the App Store.
4. AdMob: AdMob is a Google ad network designed specifically for mobile apps. It allows you to display ads in thousands of apps across platforms.
5. Chartboost: Chartboost is an ad network that focuses on mobile gaming apps. If your target audience is interested in mobile games, this network may be suitable.
6. InMobi: InMobi is a global mobile ad network that offers various ad formats and targeting options.
7. Unity Ads: Unity Ads focuses on ads within Unity games, which can be useful if you are targeting the gaming market.
8. AppLovin: AppLovin offers ad capabilities in numerous apps and games and also has its own SDK for app developers.
9. Vungle: Vungle specializes in video ads and works primarily with gaming apps.
10. IronSource: IronSource offers various ad formats and services for mobile app promotion and revenue generation.

It is important to match your choice of ad networks with your target audience and goals. Each network has its own strengths and specializations. You can also consider using multiple networks to expand your reach and diversify your advertising strategy. It is always a good idea to contact the representatives of these networks to discuss your specific needs and develop a customized strategy.

Search Engine Advertising (SEA).

Lesson 3: Advertising on social media and display networks

In this lesson, we will discuss the advanced strategies of advertising on social media and display networks. These channels offer extensive targeting options and creative opportunities for advertisers.

Advertising on social media:

Why advertise on social media? Social media offers huge reach and detailed targeting options based on demographics, interests, behavior and more.

Platform choice: Choose social media platforms that best fit your target audience and goals, such as Facebook, Instagram, Twitter, LinkedIn, Pinterest and TikTok.

Creative content: Social media requires attractive and engaging ads. Experiment with different ad types, such as images, videos, carousels and slideshows.

Targeting options: Take advantage of the extensive targeting options on social media to target your ads to specific audiences based on their interests, behaviors and demographics.

Advertising on display networks:

What are display networks? Display networks include a wide range of websites and apps that provide ad space for advertisers. This includes banners, text ads and multimedia ads.

Remarketing on display networks: Display networks are ideal for remarketing campaigns. You can display ads to people who have previously visited your website and remind them to return.

Contextual targeting: Display ads can be displayed on websites relevant to your industry or target audience based on page content.

Visual content: Use visual and engaging creative content to get noticed on display networks. This includes creating eye-catching banners and graphic ads.

What are the do's and don'ts for Advertising on social media and display networks?

Search Engine Advertising (SEA).

Advertising on social media and display networks can be very effective, but it is important to keep some best practices (do's) and pitfalls (don't's) in mind to achieve success. Here are some tips for advertising on social media and display networks:

Do's for advertising on social media and display networks:

1. **Target group segmentation:** Clearly define your target audience based on demographics, interests and behaviors. Use ad platform targeting options to show your ads to the right people.
2. **Attractive visuals:** Use eye-catching images or videos that grab attention and are relevant to your target audience. Provide a clear visual message.
3. **Relevant content:** Make sure the ad content is relevant to the target audience and the stage of the buying cycle they are in.
4. **A/B testing:** Conduct regular A/B testing to determine which ad variations perform best. Experiment with different headlines, images, calls to action and target landing pages.
5. **Bid optimization:** Use bidding strategies that fit your campaign goals, such as target CPA, target ROAS or maximize clicks. Monitor and adjust your bids to improve performance.
6. **Ad scheduling:** Set the right days and times to display your ads based on when your target audience is most active.
7. **Conversion tracking:** Implement conversion tracking to measure how effective your ads are at generating desired actions, such as purchases or leads.
8. **Landing page optimization:** Make sure the landing page your ad traffic is directed to is relevant, fast-loading and user-friendly.

Don't's for advertising on social media and display networks:

1. **Too broad an audience:** Avoid targeting too broad an audience, as this can lead to wasted ad budget and low conversion rates.
2. **Overuse jargon:** Avoid using jargon in your ads unless your target audience understands it. Keep the language simple and understandable.
3. **Too much text in images:** Social media ad platforms often have rules for the amount of text that can be displayed in images. Adhere to these rules to maximize the visibility of your ads.
4. **Ignoring mobile:** Since many users view social media and display ads on mobile devices, make sure your ads are optimized for mobile viewing.
5. **Ignoring negative feedback:** Monitor your ad performance and respond to negative user feedback or comments. This can protect your brand reputation and help improve your ads.
6. **Ignore new features:** Stay abreast of new features and capabilities on social media and display ad platforms and consider how to use them to improve your campaigns.
7. **Skip testing different ad layouts:** Try different ad layouts, such as carousel ads, slideshows, videos and images, to see which ones work best for your target audience.

It is important to continually optimize your ad strategy based on performance data and user feedback. Testing and adjusting your ads is crucial to improving the effectiveness of your campaigns and making the best use of your ad budget.

Understanding these advanced strategies for remarketing, audience segmentation, geographic targeting, mobile ads, advertising on social media and display networks can help you diversify your online advertising efforts and reach your audience more effectively depending on your specific goals. Experiment with different approaches and measure performance to discover which strategies work best for your business.

Search Engine Advertising (SEA).

Bonus lesson: Integration with SEO

Lesson 1: How SEA and SEO complement each other

In this class, we will discuss how Search Engine Advertising (SEA) and Search Engine Optimization (SEO) complement each other and can work together to improve your online visibility and performance.

How SEA and SEO complement each other:

Fast visibility vs. sustainable growth: SEA provides instant visibility in search engines by displaying paid ads. This can be especially useful for new Web sites or product launches. On the other hand, SEO focuses on organic search results and offers long-term sustainable growth.

Keyword insights: SEA data, such as click rate and conversions, can provide valuable insights into which keywords are performing well. These insights can be applied to your SEO strategy to improve keyword selection and content optimization.

Content optimization: SEO requires high-quality, optimized content. SEA testing can help identify which ad copy and headlines resonate with your target audience. These insights can be used to improve your organic content.

Local search: Local businesses can benefit from both SEA and local SEO to attract local customers. SEA ads can be targeted to specific locations, while local SEO optimization helps improve organic visibility in local searches.

Brand management: SEA allows you to control the top positions in search results for your brand name, which can prevent competitors from hijacking your brand in paid ads. SEO ensures that your brand also ranks high in organic search results.

Lesson 2: Create synergy between paid and organic search results

Here are some strategies to create synergy between your paid (SEA) and organic (SEO) search results:

Shared keywords and insights: Identify keywords that fit into both your paid and organic strategies. Use the insights from your SEA campaigns to refine your SEO keywords and vice versa.

Uniform brand message: Make sure you maintain brand consistency between your paid listings and organic listings. This helps build trust with users who encounter you in both paid and organic results.

Search Engine Advertising (SEA).

Landing page optimization: Optimize your landing pages for both paid and organic traffic sources. Provide relevant, high-quality content that matches your keywords and target audience.

Keywords with low organic rankings: Use SEA to advertise for keywords for which you don't rank well organically. This can help you still be visible for relevant searches.

Use remarketing: Use remarketing campaigns (for example, with Google Ads) to re-engage users who have previously visited your Web site through organic search results with paid ads. This strengthens brand recognition and can lead to conversions.

Analyze the full funnel: View the entire customer journey, from first click to conversion. Use data from both SEA and SEO channels to understand which paths users follow and where optimizations are needed.

Test and measure: Keep testing and measuring to see what combinations of paid and organic strategies work best for your specific goals.

The synergy between SEA and SEO can lead to a strengthened online presence, improved visibility and higher clickthrough rates. It is important not to treat these two disciplines as separate silos, but rather as complementary elements of your overall digital marketing strategy.

Search Engine Advertising (SEA).

Bonus lesson 2: Technical optimization

Technical optimization of a website is critical for search engine optimization (SEO) and user experience. Here are some comprehensive examples of technical optimizations you can implement:

1. Website Speed Optimization:

- **Image compression:** Use tools such as TinyPNG to compress images without losing quality, reducing load time.
- **Browsercaching:** Configure caching settings on the server to store static resources such as images, CSS and JavaScript in visitors' browsers so they don't have to be downloaded every time.
- **Lazy loading:** Implement lazy loading for images and videos so that only visible content is loaded immediately and other media only when they become visible in the viewport.
- **Content Delivery Network (CDN):** Use a CDN to speed up the delivery of static content by distributing copies of your Web site in multiple server locations.

2. Mobile-Friendly Optimization:

- **Responsive design:** Make sure your website has a responsive design that adapts to different screen sizes and devices, including smartphones and tablets.
- **Mobile-First Indexing:** Optimize your website for mobile users, as search engines such as Google now use the mobile version of your site as the main index.
- **Accelerated Mobile Pages (AMP):** Consider implementing AMP for faster load times on mobile devices.

3. Search engine optimization (SEO):

- **Search engine-friendly URL structure:** Choose clear, readable URLs that contain keywords and relevant key words.
- **Title tags and meta descriptions:** Optimize title tags and meta descriptions for each page with relevant keywords and an attractive description.
- **Canonical tags:** Use canonical tags to tell search engines which version of a page should be considered the most important if there is duplicate content.
- **XML sitemaps:** Generate and submit XML sitemaps to search engines to help them better understand the structure of your website.
- **Schema Markup:** Add structured data (schema markup) to your pages to help search engines understand what your content is about and to generate rich snippets.

Search Engine Advertising (SEA).

4. Security and HTTPS:

- **SSL certificate:** Make sure your website is secured with an SSL certificate to provide HTTPS encryption, which not only improves security but is also beneficial for SEO.
- **Firewalls and security plugins:** Install security plugins or firewalls to protect your website from attacks and malware.

5. Technical Structure:

- **Clean and optimized code:** Remove unnecessary code, whitespace and use minimal CSS and JavaScript files to reduce load time.
- **URL redirects:** Manage URL redirects correctly to redirect deleted or moved pages to relevant destinations.
- **404 pages:** Create a custom 404 page to help users navigate when they visit a non-existent page.
- **Robots.txt and sitemap.xml:** Check and update your robots.txt file and sitemap.xml file to guide search engines.

6. Accessibility:

- **Alt texts for images:** Add alt texts to images to make them accessible to people with visual impairments and to get SEO credit.
- **Semantic HTML:** Use semantic HTML tags such as headers (h1, h2, h3, etc.) to clarify the structure and meaning of your content.

7. Analysis and Monitoring:

- **Google Analytics and Search Console:** Implement Google Analytics and Google Search Console to track your website's traffic and performance and troubleshoot problems.
- **Load-time testing:** Run regular load time tests with tools such as PageSpeed Insights or GTmetrix to identify and resolve performance issues.

It is important to regularly check and update technical optimizations to ensure that your website remains fast, secure and user-friendly, and to improve search engine visibility. Also keep in mind the latest trends and guidelines for technical SEO, as search engines are constantly evolving.

About images:

Give every picture a normal name, don't use `img_2023_10_1.jpg` or `png`, But `Sunrise-on-Bali.jpg`.

If you use underscore (`_`) the full name is one word. By using dash (`-`) search engine uses every word like: `Sunrise and Bali`. Two find options are better than one!

Fill **ALLWAYS** the alt-title (alternate title)

In most cases a caption is very convenient, but use a different description like "Bali, Good morning with your beautiful Sun" or use your own description.