



# Competency Based Learning Material (CBLM)

## Digital Marketing for Freelancing

Level-3

### Module: Interpreting Search Engine Marketing

Code: CBLM-ICT-DMF-03-L3-EN-V1



National Skills Development Authority  
Prime Minister's Office  
Government of the People's Republic of Bangladesh



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The CBLM on “Interpreting Search Engine Marketing” is developed based on NSDA approved Competency Standards and Competency Based Curriculum under Digital Marketing for Freelancing Level-3 Occupation. It contains the information required to implement the Digital Marketing for Freelancing Level-3 standard.

This document has been prepared by NSDA with the help of relevant experts, trainers/professionals.

All Government-Private-NGO training institutes in the country accredited by NSDA can use this CBLM to implement skill-based training of Digital Marketing for Freelancing Level-3 course.



## How to use this Competency Based Learning Material (CBLM)

The module, Interpreting Search Engine Marketing contains training materials and activities for you to complete. These activities may be completed as part of structured classroom activities or you may be required you to work at your own pace. These activities will ask you to complete associated learning and practice activities in order to gain knowledge and skills you need to achieve the learning outcomes.

1. Review the **Learning Activity** page to understand the sequence of learning activities you will undergo. This page will serve as your road map towards the achievement of competence.
2. Read the **Information Sheets**. This will give you an understanding of the jobs or tasks you are going to learn how to do. Once you have finished reading the **Information Sheets** complete the questions in the **Self-Check**.
3. **Self-Checks** are found after each **Information Sheet**. **Self-Checks** are designed to help you know how you are progressing. If you are unable to answer the questions in the **Self-Check** you will need to re-read the relevant **Information Sheet**. Once you have completed all the questions check your answers by reading the relevant **Answer Keys** found at the end of this module.
4. Next move on to the **Job Sheets**. **Job Sheets** provide detailed information about *how to do the job* you are being trained in. Some **Job Sheets** will also have a series of **Activity Sheets**. These sheets have been designed to introduce you to the job step by step. This is where you will apply the new knowledge you gained by reading the Information Sheets. This is your opportunity to practice the job. You may need to practice the job or activity several times before you become competent.
5. Specification **sheets**, specifying the details of the job to be performed will be provided where appropriate.
6. A review of competency is provided on the last page to help remind if all the required assessment criteria have been met. This record is for your own information and guidance and is not an official record of competency

When working through this Module always be aware of your safety and the safety of others in the training room. Should you require assistance or clarification please consult your trainer or facilitator.

When you have satisfactorily completed all the Jobs and/or Activities outlined in this module, an assessment event will be scheduled to assess if you have achieved competency in the specified learning outcomes. You will then be ready to move onto the next Unit of Competency or Module



Approved by  
---th Authority Meeting of NSDA  
Held on -----



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## **Module Content**

**Unit Title:** Interpret Search Engine Marketing

**Unit Code:** OU- ICT-DMF-03-L3-V1

**Module Title:** **Interpreting Search Engine Marketing**

**Module Description:** This module covers the knowledge, skills and attitudes required to interpret Search Engine Marketing (SEM). It specifically includes the tasks of Interpreting concepts of SEM and applying strategies and measurement for SEMmarketing.

**Nominal Duration:** **40 Hours**

**Learning Outcomes:**

Upon completion of this module the trainees must be able to:

1. Interpret concepts of SEM
2. Apply strategies for SEM

**Assessment Criteria:**

1. Search Engine Marketing is interpreted;
2. Importance of SEM is interpreted;
3. Keyword is researched;
4. A campaign is planned;
5. SEM strategies are interpreted;
6. Measurement and analysis of SEM are applied;
7. Ins & outs of SEM are identified;
8. Digital Marketing for Freelancing KPI measurement Tools are analyzed

## Learning Outcome 1: Interpret Concepts of SEM

Assessment Criteria	<ol style="list-style-type: none"><li>1. Search Engine Marketing is interpreted</li><li>2. Importance of SEM is interpreted</li><li>3. Keyword is researched</li><li>4. A campaign is planned</li></ol>
Conditions and Resources	<ol style="list-style-type: none"><li>1. Real or simulated workplace</li><li>2. CBLM</li><li>3. Handouts</li><li>4. Laptop</li><li>5. Multimedia Projector</li><li>6. Paper, Pen, Pencil, Eraser</li><li>7. Internet facilities</li><li>8. White board and marker</li></ol>
Contents	<ol style="list-style-type: none"><li>1 Search Engine Marketing</li><li>2 Importance of SEM</li><li>3 Keyword</li><li>4 A campaign</li></ol>
Training Methods	<ol style="list-style-type: none"><li>1. Discussion</li><li>2. Presentation</li><li>3. Demonstration</li><li>4. Guided Practice</li><li>5. Individual Practice</li><li>6. Project Work</li><li>7. Problem Solving</li><li>8. Brainstorming</li></ol>
Assessment Methods	<ol style="list-style-type: none"><li>1. Written Test</li><li>2. Demonstration</li><li>3. Oral Questioning</li></ol>

## Learning Experience 1: Interpret Concepts of SEM

In order to achieve the objectives stated in this learning guide, you must perform the learning steps below. Beside each step are the resources or special instructions you will use to accomplish the corresponding activity.

Learning Steps	Resources specific instructions
1. Student will ask the instructor about Interpret Search Engine Marketing	1. Instructor will provide the learning materials Interpret Search Engine Marketing
2. Read the <b>Information sheet/s</b>	2. Information Sheet No:1- Interpret concept of SEM
3. Complete the <b>Self-Checks &amp; Answer key sheets.</b>	3. Self-Check No: 1- Interpret concept of SEM  Answer key No. 1- Interpret concept of SEM
4. Read the <b>Job/ Task sheet and Specification Sheet</b>	4. Job/ task sheet and specification sheet  <ul style="list-style-type: none"> <li>▪ Task Sheet No:1-1: Interpret and demonstrate concepts of SEM</li> </ul>

# Information Sheet 1: Interpret Concepts of SEM

## Learning Objective:

After completion of this information sheet, the learners will be able to explain, define and interpret the following contents:

- 1.1 Search Engine Marketing
- 1.2 Importance of SEM
- 1.3 Keyword
- 1.4 A campaign

## 1.1 Search Engine Marketing

What is search engine marketing (SEM)?

Search engine marketing (SEM) is a method of promotion and advertising to help companies' content rank higher among search engine traffic. Like search engine optimization (SEO), search engine marketing helps companies improve the way content is ranked by search engines.

SEM helps companies bring their products and services to the attention of audiences through paid search engine advertising. SEM is an online marketing strategy in which organizations buy targeted ad space at the top of search engine result pages (SERP). This approach is different from SEO, which focuses on optimizing content for search engine algorithms so the content ranks high on the SERP.

Google, Bing and Yahoo are the most popular search engines. Each uses an auction process to determine where SEM ads rank on their SERP.



## 1.2 Importance of SEM

- **Advantages of SEM**

Search engine marketing is a powerful and suitable tool for most brands.

Incorporating this type of strategy comes at a cost, but you get rewards. In addition, it has a number of advantages over the brand.

- **It is very measurable**

SEM is measurable, since tools such as Google Ads generate reports with all the details of the evolution of the campaign.

This tool allows you to have everything under control.

- **Enables real-time tracking**

Analytical interfaces allow you to know what is happening at all times.

This follow-up is an advantage to correct the strategy quickly if the results are not what is sought.



- **You can pay per click**

Pay per click allows you to only pay if you get the results, you are looking for. You can control the maximum daily budget you want to invest and the maximum cost per click you are willing to pay.

With this advantage, you are sure that the campaign is always profitable.

- **It's very fast**

The speed of this technique compared to others such as SEO or content marketing is remarkable.

Search engine advertising allows results to be achieved quickly and on a large scale.

- **It is within everyone's reach**

SEM is available to all companies due to the possibility of choosing the budget. Being a scalable budgetary investment, this technique serves both SMEs and large companies.

It is a competition on equal terms to reach the top positions of searches.

- **Segmentation**

Segmentation is one of the strengths of SEM. Being a keyword-oriented tool, the audience that will arrive will be the one that is interested in your company.

In addition, this segmentation can be carried out by filtering by location, language or behavior. As you can see, it offers a number of advantages to take into account. Therefore, it is important to include it in your digital strategy.

- **Importance of including SEM in your digital strategy**

SEM allows us to accelerate the process of exposure and reach thanks to investment in Pay Per Click (PPC) techniques or in social media campaigns such as Facebook Ads.

The fact of having to pay distances many users from using SEM as a Digital Marketing for Freelancing strategy in their company.

And it is complicated that a marketing channel is not worth money. Therefore, we must bear in mind that, many of the digital platforms where online marketing is done, aim to make the marketing process easier for those who pay.

Many companies believe that, by having many followers, they will have assured visibility. On the contrary, only 10% of followers see the content that is published.

On the other hand, of those people who see your content, not all are potential customers. They may follow the page because they are interested in the product, but they have already bought it or are not interested in making the purchase.

For that reason, you have to think about the people who are interested in buying it, but have not located your company.

SEM plays an important role in being able to reach those potential customers. It's a strategy that helps reach the right people right away.

Source of link: <https://www.kiwop.com/en/blog/the-importance-of-sem-in-your-digital-marketing-strategy>

### 1.3 Keyword

PPC keyword research is a serious task that requires you to think outside of the box. Not only that, but you will also have to take a lot of details into consideration, see what your competition is doing, and tune in the keywords you use according to your targeted audience.

Here's a quick breakdown of all steps you need to take to find the best keywords and build up your website's ranking.

- **Figure Out Your Niche and Industry Sector**

The first thing you have to do before you can start using PPC keyword research tools is to place your business into the right niche or industry. This is a critical step because it will determine the following steps in the process. If you get it wrong, you might end up attracting the wrong type of clients that will not follow through with the actions you want.

Think about what type of products or services you offer. Do you sell bikes and bicycle parts online, or are you an owner of a small local carpentry shop? Get a piece of paper and write down all of the products and services you offer.

It doesn't have to be everything; categories and groups will do just fine.

Remember that this step may take you some time to figure out, but the more effort you put into it, the better the chances are that you'll do things right.

- **Analyse Your Landing Page**

Once you've pinpointed your brand keywords, it's time to check the words that are already used on your landing page and other pages. Imagine that you're a customer looking to buy a certain product or service. Put yourself in your user's shoes and try to understand the offer on your landing page only based on the keywords you see. Are they clear enough? Do some words have better alternatives? Is the text good enough to get you interested?

Remember that most users prefer to get all of the information right away after visiting your landing page. Since you have a limited amount of words and information you can provide there, you must wisely choose every keyword. That's why it's always a good idea to see how your competitors do things.

With PPC keyword research tools, you can get valuable insight into which keywords are the most effective ones in your niche. That will give you a good starting point. When you add some creativity and originality, the keywords you come up with can give you a significant advantage over the competition.

## Formulate A Seed Keyword List Based on Target Model



Before you can find the best keywords to use, you need to formulate a seed keyword list. That's the initial list of keywords you think will work well. You should also include the target model in the research. It will allow you to organise generic keywords based on their popularity and level of interest.

Keep in mind that this is just a starting point, meaning that you will have to eliminate some keywords from the list and change others until you're left with only the ones that will provide the best results.

The original target model will help you select the right keywords, as it will lead you to a list of terms that are most relevant for people looking for similar products and services found in your offer.

The target model has six different categories. Each of them is ranked according to their effectiveness when it comes to converting potential customers:

- Brand terms
- Product terms
- Competitor terms
- Substitute product terms
- Complementary product terms
- Audience terms

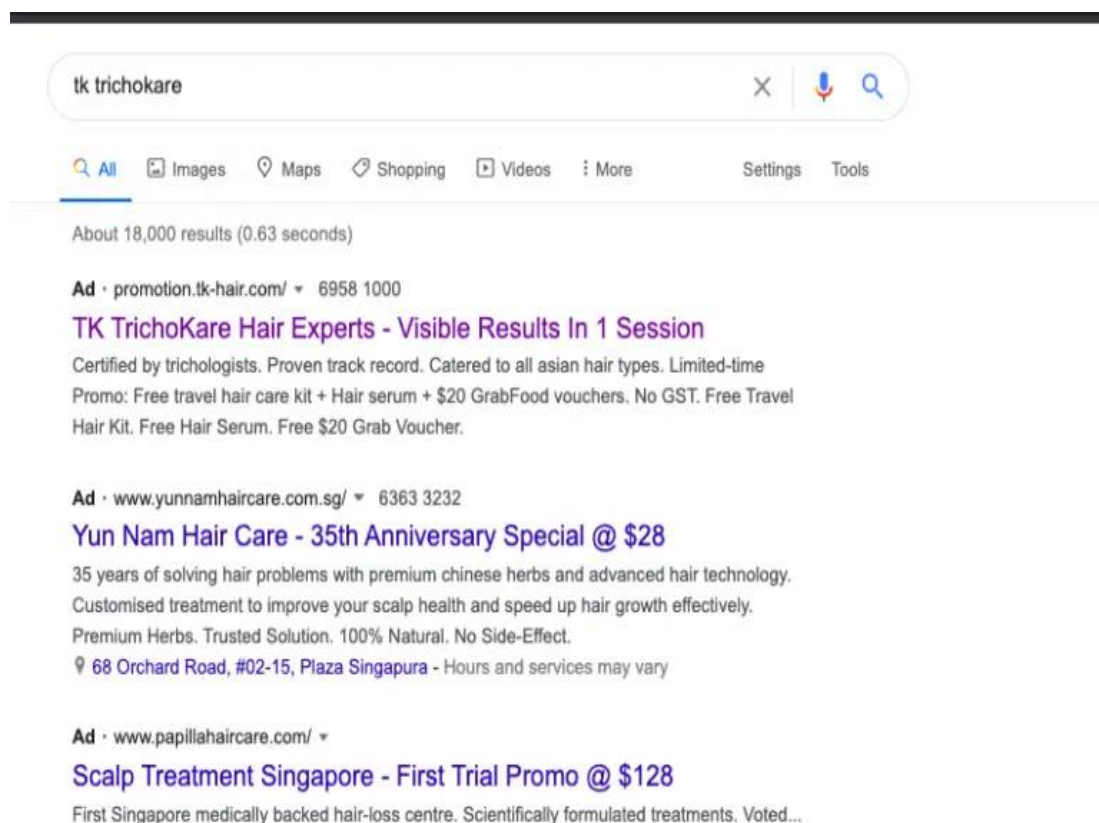
Now, let's take a closer look at each category and explain why they are important for your keyword bid optimisation.

- **Brand Terms**

Brand terms are keywords that relate directly to your brand. These keywords are used by people who already know about your brand, so instead of using general keywords, they use specific keywords tied to your brand. As expected, these keywords have the best conversion rate since a specified search used by people who already know about your brand. Competitors can also bid on your brand keywords, so make sure you optimise each keyword the best you can.

When someone uses brand terms in their search, they are most likely to make a conversion, even if those keywords don't have the highest search or traffic volume. Most people who look for your brand do so with the intent of making a purchase.

Let's say that you sell branded bicycle wheels. When someone types in your brand name bicycle wheels, they will get a list of ads that match your brand name. Since the search includes your brand's name, your ad will be the best ranking ad on Google. The following ads might also be using the same keywords as you, but since your brand is a part of the keyword, your ad will be the first on the list.



- **Product Terms**

These terms are keywords that explain the how's and why's of your products or services. They are functional, self-explanatory keywords used by people looking for a product or service to help them with a specific problem.

Your goal is to come up with a set of product terms that will match your offer as closely as possible. So, if a user types in bicycle wheels, your job is to use keywords that match that term the closest. Finding the best keywords will give your ads a better ranking, making it easier for people to find your offer.

- **Competitor Terms**

Competitor terms will give you a better idea of the difference between the keywords you use and those of your competitors. They allow you to create customer segmentation and pinpoint a list of specific keywords to give you an edge over your competitors.

However, keep in mind that you can use competitor keywords and direct users to your website, even though you don't have the same offer. That is usually expensive, especially when talking about big brands. For example, Pepsi can use keywords like cola, or Coca Cola, to drive traffic away from the original brand.

- **Substitute Product Terms**

Sometimes customers search for similar products to what you offer. Instead of using direct keywords, they use synonyms relating to the product you're selling. These keywords are usually not very popular, meaning that your Cost Per Click will be higher than if you use keywords that better describe your product. Cost per click or CPC is the amount of money you have to pay for each click of your ad.

Most businesses don't use them because they don't have a very high search volume, but they might give you an edge if you're ready to invest more money into every click.

- **Complementary Product Terms**

All of the terms that relate to your services or product in some way are called complementary product terms. They are often used in product searches and can help you navigate users directly to your offer. These keywords are worth checking out because they widen your search options, making it easier for people to find your offer, even if they don't type in specific keywords.

- **Audience Terms**

Audience terms are all keywords your customers could use, but that does not fall under

the previous categories. They are not so general and are usually a result of an average customer thought process.

So, if you're selling bicycle wheels and equipment, your customers could be searching for the best off-road bike equipment or something similar. Put yourself in their shoes, and you will be able to come up with keywords that can help you increase visibility on Google.

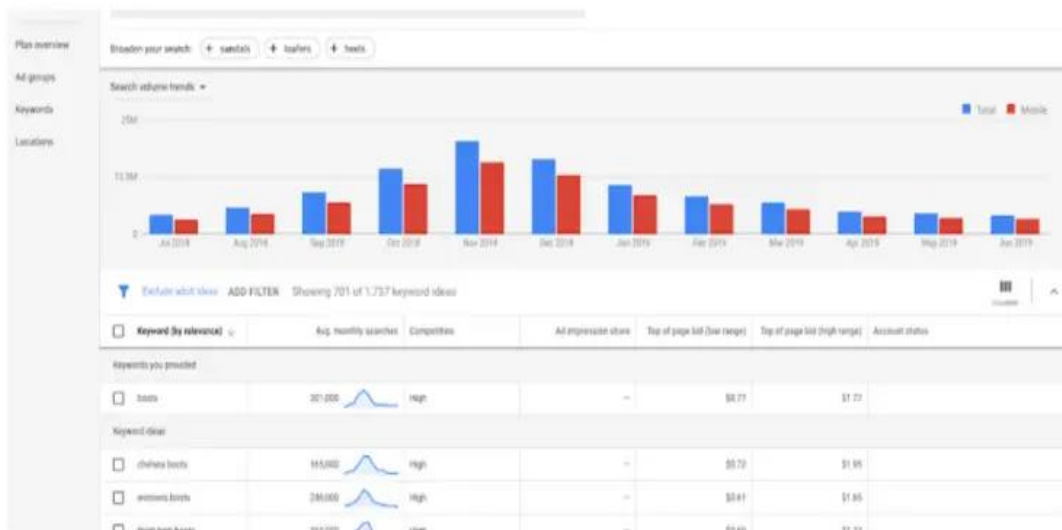
- **Google keyword planner**

Google's keyword planner is one of the available tools you get when using Google Adwords. It's an excellent solution when you want to find the perfect keywords for ad campaigns, and also does a great job of increasing your organic search.

It doesn't have any advanced features; its only role is to provide you with extremely accurate keyword results, and it does so perfectly. The keywords you extract can then be used to improve your ad campaigns further. When used together with other tools from this list, you can't go wrong when finding the best long-tail and standard keywords for your website.

Long-tail keywords present an excellent way of increasing conversions. These keywords are made from a few words and have a lower search volume, but people who use them to find products make purchases more often.

On the other hand, short tail keywords are one or two-word keywords that pop up in the search frequently, but have a lower conversion rate. Google's Keyword Planner is free.



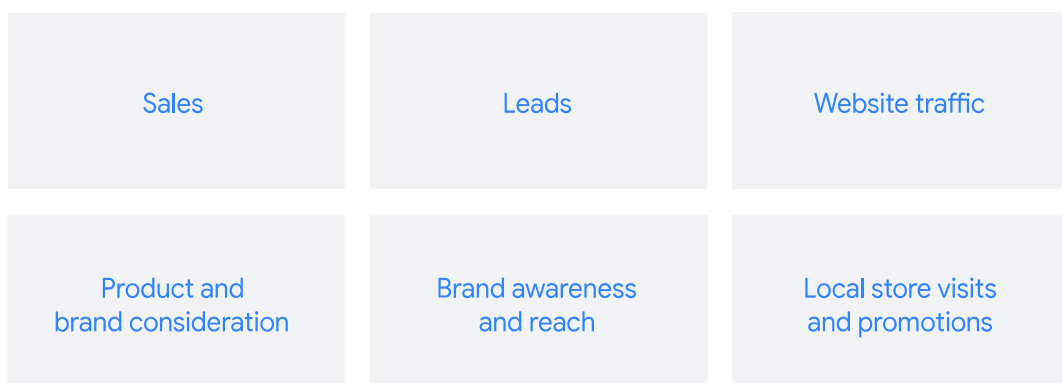
## 1.4 A campaign

This article helps you get a sense of the key considerations in setting up a successful Google Ads campaign. These features work together to help you design and manage campaigns that further your specific advertising goals.

You can use this quick start guide as you prepare to set up a campaign

- **Define your objective**

Each campaign begins by choosing a goal. This goal focuses your campaign on delivering a specific outcome:



The objective you choose will inform the options you select when setting up your campaign.

For example, if your goal is to increase website traffic, you'll likely want to select a type

of bidding like Maximize clicks, in order to put your money towards getting people to click your ad.

- **Choose a campaign type**

After selecting a goal, you'll notice a list of recommended campaign types to reach it. Your campaign type determines where your ads will show and what they'll look like.

For example, a Video or Discovery campaign shows video ads on YouTube, while a Display campaign shows image ads on websites.

- **Set a budget**

You'll set an average daily budget to control how much you spend with your ad bidding. You can change it at any time.

- **Choose your bidding**

If you've selected a campaign goal, when selecting a bid type, you'll notice a recommendation for bidding focus, for example, "conversions", based on your campaign goal.

This is to ensure that your campaign is designed to meet your specific goal. For some campaign types, if you choose not to select the recommended bidding focus, you can choose an automated bidding strategy, for example, Target Cost Per Acquisition (CPA) or Target Return on Ad Spend (ROAS).

- **Add assets to your ads**

With Search, Video, Discovery, and Performance Max campaigns, you can add additional information to your ads like more website links, directions, or a phone number to call.

These assets give people more reasons to choose your business and typically increase an ad's click-through rate by several percentage points. Learn more about ad assets and assets you can select based on your business goals.

- **Create ad groups**

For all campaigns, except Shopping and Performance Max, you'll group sets of related ads together around the same targeting. For example, you'd group ads that focus on dress shoes together and have them target people searching for dress shoes.

Shopping campaigns use product groups to group a set of related products around the same targeting.

- **Select your targeting**

Targeting helps define how narrow or broad the audience for your ads can be. Without any targeting, your ads will have the widest possible reach. Targeting your ads lets you hone in on the specific customers who are interested in what you have to offer.

Common forms of targeting include keywords, audiences, locations, topics, devices, and remarketing. Specific targeting is only available in some campaign types (for example, in Performance Max you can't choose to serve ads to only specific customers like women aged between 18-24, or customers already on remarketing lists. Instead, you can provide these specific customers as audience signals to your Performance Max campaign to speed up machine learning).

- **Set up conversions**

Conversion tracking can help you track the actions that you want customers to take on your website. They can significantly improve your ability to assess the effectiveness of your ads, targeting, and overall campaigns.

## Self-Check Sheet - 1: Interpret Concepts of SEM

### Questionnaire:

1. What is Search Engine Marketing (SEM)?

**Answer:**

2. How does SEM differ from Search Engine Optimization (SEO)?

**Answer:**

3. What are some common SEM platforms?

**Answer:**

4. What are the primary benefits of using SEM in digital marketing?

**Answer:**

5. What is the role of keywords in SEM?

**Answer:**

## Answer Key - 1: Interpret Concepts of SEM

1. What is Search Engine Marketing (SEM)?

**Answer:** Search Engine Marketing (SEM) refers to the practice of promoting a website or web pages on search engine result pages (SERPs) through paid advertising. It involves creating and running ads on search engines like Google, Bing, or Yahoo to increase visibility and drive traffic to a website.

2. How does SEM differ from Search Engine Optimization (SEO)?

**Answer:** While both SEM and SEO aim to increase a website's visibility on search engines, they differ in their approach. SEM involves paid advertising and immediate results, whereas SEO focuses on organic, non-paid strategies to improve search engine rankings over time.

3. What are some common SEM platforms?

**Answer:** Some common SEM platforms include Google Ads (formerly Google AdWords), Microsoft Advertising (formerly Bing Ads), and other search engine advertising networks that offer pay-per-click (PPC) or cost-per-click (CPC) advertising options.

4. What are the primary benefits of using SEM in digital marketing?

**Answer:**

- Immediate visibility: SEM campaigns can quickly place your ads at the top of search engine results, driving immediate traffic to your website.
- Targeted audience: SEM allows you to target specific keywords and demographics, reaching a highly relevant audience.
- Measurable results: SEM provides detailed metrics, such as click-through rates (CTR) and conversion rates, making it easy to track the performance of your campaigns.
- Budget control: Advertisers have control over their budgets and can adjust spending based on performance.

5. What is the role of keywords in SEM?

**Answer:** Keywords are fundamental in SEM. Advertisers select relevant keywords that users might use when searching for products or services. These keywords trigger the display of ads when entered in search engines. Effective keyword research and selection are crucial for a successful SEM campaign.

## **Task Sheet-1.1: Interpret and Demonstrate Concepts of SEM**

**Objectives:** The objective of this task sheet is to interpret and demonstrate a comprehensive understanding of concepts related to Search Engine Marketing (SEM). You will be required to analyze and explain various SEM strategies and techniques used to enhance online visibility, drive traffic, and optimize search engine results for a given website or business.

### **Working Procedure:**

1. Introduce the website or business that will be the focus of the SEM analysis
2. State the purpose of the assessment and what you aim to achieve through your analysis
3. Conduct keyword research to identify relevant and high-impact keywords for the website/business.
4. Explain the importance of keyword research in SEM and how it influences search engine rankings
5. Analyze the website's on-page elements, such as meta tags, headings, URL structure, and keyword density.
6. Interpret how these on-page elements contribute to the website's search engine visibility.
7. Evaluate the website's backlink profile and inbound linking strategies
8. Interpret the impact of off-page optimization on search engine rankings and domain authority
9. Analyze any paid search (PPC) campaigns the website/business is running.
10. Interpret the effectiveness of these campaigns in driving traffic and conversions
11. Analyze relevant performance metrics, such as click-through rate (CTR), conversion rate, bounce rate, etc
12. Interpret the data to assess the effectiveness of the website's SEM efforts.
13. Based on your analysis, provide actionable recommendations for improving the website's SEM strategy.

## Learning Outcome 2: Apply Strategies and Measurement for SEM

Assessment Criteria	<ol style="list-style-type: none"> <li>1. SEM strategies are interpreted;</li> <li>2. Measurement and analysis of SEM are applied;</li> <li>3. Ins &amp; outs of SEM are identified;</li> <li>4. Digital Marketing for Freelancing KPI measurement Tools are analyzed;</li> </ol>
Conditions and Resources	<ol style="list-style-type: none"> <li>1. Real or simulated workplace</li> <li>2. CBLM</li> <li>3. Handouts</li> <li>4. Laptop</li> <li>5. Multimedia Projector</li> <li>6. Paper, Pen, Pencil, Eraser</li> <li>7. Internet facilities</li> <li>8. White board and marker</li> </ol>
Contents	<ol style="list-style-type: none"> <li>1 SEM strategies</li> <li>2 Measurement and analysis of SEM</li> <li>3 Ins &amp; outs of SEM</li> <li>4 Digital Marketing for Freelancing KPI measurement Tools</li> </ol>
Training Methods	<ol style="list-style-type: none"> <li>1. Discussion</li> <li>2. Presentation</li> <li>3. Demonstration</li> <li>4. Guided Practice</li> <li>5. Individual Practice</li> <li>6. Project Work</li> <li>7. Problem Solving</li> <li>8. Brainstorming</li> </ol>
Assessment Methods	<ol style="list-style-type: none"> <li>1. Written Test</li> <li>2. Demonstration</li> <li>3. Oral Questioning</li> </ol>

## Learning Experience 2: Apply Strategies and Measurement for SEM

In order to achieve the objectives stated in this learning guide, you must perform the learning steps below. Beside each step are the resources or special instructions you will use to accomplish the corresponding activity.

Learning Steps	Resources specific instructions
1. Student will ask the instructor about Interpret Search Engine Marketing (SEM)	1. Instructor will provide the learning materials Apply Strategies and Measurement for SEM.
2. Read the <b>Information sheet/s</b>	2. Information Sheet No:2- Apply strategies and measurement for SEM
3. Complete the <b>Self-Checks &amp; Answer key sheets.</b>	3. Self-Check No: 2- Apply strategies and measurement for SEM  Answer key No. 2- Apply strategies and measurement for SEM.
4. Read the <b>Job/ Task sheet and Specification Sheet</b>	4. Job/ task sheet and specification sheet  ▪ Task Sheet No:2-1: Apply search engine marketing (SEM)

## Information Sheet 2: Apply Strategies and Measurement for SEM

### Learning Objective:

After completion of this information sheet, the learners will be able to explain, define and interpret the following contents:

- 2.1 SEM strategies
- 2.2 Measurement and analysis of SEM
- 2.3 Ins & outs of SEM
- 2.4 Digital Marketing for Freelancing KPI measurement Tools

### 2.1 SEM strategies

SEM is the process of primarily using paid advertising in order to get a website to rank higher on search engine result pages (SERPs). This process is often confused with SEO as they are generally used interchangeably which makes it difficult to understand the difference between the two.



In order for SEM to be effective, you need to have an SEO strategy that will provide you with the keywords you need to include in your SEM advertising. The biggest benefit of SEM is that you have full control over who your target audience is and whether or not your ads will come up for the terms they type in on search engines. You are also not left competing for organic space as your paid ads will be shown on search engines regardless of how well optimized your website is.

## Types Of SEM?

As mentioned above in the definition of what SEM is, it is the process of primarily using paid advertising in order to rank on SERPs, but this is not the only type of advertising that is used in SEM.

There are 3 main types of SEM that can be used to help rank a website on search engines and these are:

Pay-Per-Click (Paid advertising)

PPC is considered one of the most effective and quickest ways to get a website to rank on SERPs. Results for this type of SEM can be seen immediately and the ads will display in the sponsored sections of the search results on a search engine. Popular platforms used for PPC advertising are Google Ads and Microsoft Ads.

The image shows a Google search interface for the query "what is sem". The search bar is at the top, and the results page is displayed below. The first result is an advertisement for SEMrush, which is highlighted with a red border. The ad includes the text "Ad · https://www.semrush.com/ SEM vs. SEM: What Is the Difference and How It Affects You" and lists several tools: "Keyword Magic Tool", "Position Tracking", "Traffic Analytics", and "Keyword Research". Below the ad, there is a snippet of an organic search result from alexa.com titled "What Is SEM? A Guide to Paid Search Engine Marketing". To the right of the main search results, there is a "More images" section showing various images related to SEM, including diagrams and text-based graphics.

## Local SEO

Local SEO is a type of SEO that is used to get a business listing to show up in Google Map results. These search results will be displayed in the middle of the SERP and are represented by a map with pins on it to show the various locations that come up for the local search. Results on this type of SEM can take between 2-8 months before showing up on search engines.

Ad · <https://www.romanspizza.co.za/>  
**Roman's Pizza - Order Online**  
 Pizza, Salads, Pastas Pizza Pies & Garlic Breads. Roman's Pizza Has Something For Everyone. Get The Best Pizza At The Best Value With Roman's Pizza. Best Pizza. Best Value. Find The Nearest Store. Best Service. Best Pizza. Best Value...  
 ★★★★★ Rating for romanspizza.co.za. 4.4 - 5 717 reviews  
 Single Large Pizzas - from R 63,90 - 30 Delicious Flavours · More ▾



**Pizza** : Rating Price Hours

	<b>Pizza Perfect   Northcliff</b> 4.2 ★★★★★ (98) · RR · Pizza Takeout Johannesburg Takeaway · Delivery
	<b>Picola Pizza and Pasta</b> 4.5 ★★★★★ (413) · RR · Pizza Johannesburg · In CellCity linden square Dine-in · Drive-through · Delivery
	<b>Lucios Pizzeria</b> 4.5 ★★★★★ (1,6K) · RR · Restaurant 231 Beyers Naude Dr Dine-in · Drive-through · No delivery

[More places](#)

## Organic SEO

Organic SEO refers to using unpaid, non-local processes in order to gain increased visibility on a website. These results are usually placed in between paid and local ads on SERPs and are triggered by keywords used in the keyword optimization of a website. Results on this type of SEM can take between 3-6 months before gaining any presence on search engines.

The screenshot shows a Google search for "bush getaway". The search results on the left include several links related to bush breaks in South Africa, such as "12 budget bush breaks in South Africa - Getaway Magazine" and "BushBreaks: The Bush Lodge Experts Offering the Best Rates ...". On the right, there is a business listing for "BushBreaks & More" with a bar chart showing activity levels (12 pm: Usually not too busy), a "Send to your phone" button, 72 Google reviews, and a "People also search for" section with related terms like "The Wilds Nature Reserve Park", "Greenfire Game Lodge", "MalaMala Game Reserve", "Bush Willow Tented C...", and "Barbets Nest Bushveld...".

## What Is an SEM Strategy?

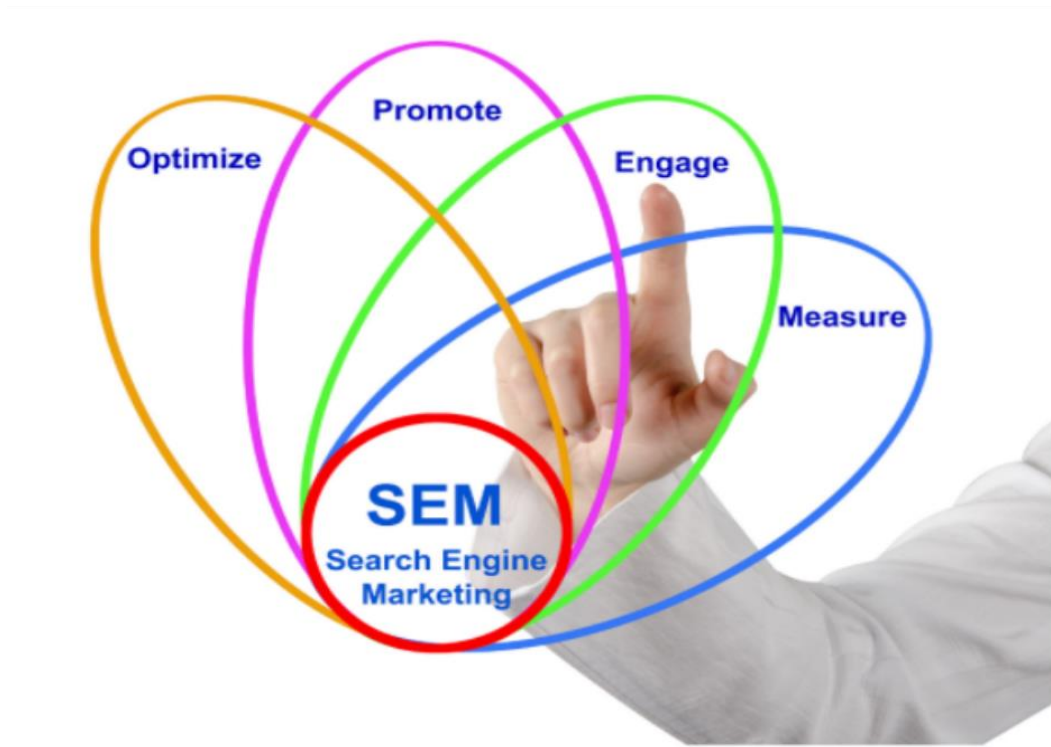
An SEM strategy is basically the next step once an SEO strategy has been compiled if you want to include local and paid advertising on top of your organic SEO. Although SEO and SEM both refer to search engines, it's important to understand that the approach taken to creating an SEM strategy is not the same that would have been taken for an SEO strategy.

An SEM strategy should focus on how you can increase traffic to a website by using paid advertising. The strategy needs to outline what processes need to be followed in order to showcase your website on the top positions in SERPs.

Some benefits of using an SEM strategy are:

- Creates a document that both your agency and client can always refer back to when monitoring the results of paid advertising campaigns
- Builds trust between your agency and client as it gives the client an opportunity to see that you know what you are doing, and all plans for the implementation of the paid advertising can be reviewed and approved before they start running
- Gives you the ability to optimize, promote, engage and measure the results produced by paid advertising on your client's marketing campaigns.
- Defining a target audience for your paid advertising campaigns is accurate, especially if you understand the needs of the audience
- Researching on which types of paid advertising to invest in can be completed during the SEM strategy
- Budgets to be used across all paid marketing channels are clearly defined during this

process



### **Steps to Follow When Creating an SEM Strategy**

Here are a few simple steps to follow when putting your SEM strategy together:

- Identify the service/product you want to advertise through paid marketing channels
- Define the audience you want to reach
- Choose which paid marketing platforms you want to use
- Set budgets on your paid advertising
- Setup your paid marketing campaigns on the chosen platforms
- Analyze and measure the results

### **SEM Strategy to Set You Up for Success!**

Compiling an SEM strategy for the first time can be challenging. It is important to focus on understanding what your client's business is all about and what they aim to achieve from SEM. Knowing this and understanding SEO and SEM are a recipe for success in putting together a great SEM strategy for your client.

## **2.2 Measurement and analysis of SEM**

Search Engine Marketing (SEM) is a powerful Digital Marketing for Freelancing strategy that involves promoting a website by increasing its visibility on search engine results pages

through paid advertising and optimization techniques. Proper measurement and analysis of SEM efforts are essential to evaluate the effectiveness of campaigns and make data-driven decisions for continuous improvement. In this section,

Here's a step-by-step guide to measuring and analyzing SEM:

- **Define Goals:** Start by setting clear and specific goals for your SEM campaign. These could include increasing website traffic, generating leads, boosting sales, or improving brand awareness.
- **Choose Key Performance Indicators (KPIs):** Identify the metrics that align with your goals. Common SEM KPIs include click-through rate (CTR), conversion rate, cost per click (CPC), return on ad spend (ROAS), and cost per acquisition (CPA).
- **Set Up Tracking:** Properly implement tracking mechanisms like Google Analytics or other third-party tools to monitor the performance of your SEM campaign. Ensure that tracking codes are correctly installed on your website to measure conversions and user behavior.
- **Keyword Analysis:** Analyze the keywords you're targeting in your SEM campaign. Use keyword research tools to identify high-performing keywords with good search volume and relevance to your business. Keep an eye on the competition for these keywords as well.
- **Ad Copy Evaluation:** Assess the performance of your ad copies. Analyze which copies are generating higher CTRs and conversions. Experiment with different ad variations to optimize performance.
- **Landing Page Assessment:** Analyze the landing pages your ads direct users to. Ensure that they are relevant to the ad copy and offer a seamless user experience. High-quality, relevant landing pages can positively impact conversion rates.
- **Budget and Bidding Analysis:** Monitor your budget allocation across various campaigns and keywords. Analyze the effectiveness of your bids to determine if adjustments are necessary to achieve your desired results within your budget constraints.
- **A/B Testing:** Conduct A/B tests to compare different elements of your SEM campaigns, such as ad copies, landing pages, and bidding strategies. This experimentation helps you identify the most effective tactics.
- **Conversion Tracking:** Set up conversion tracking to monitor the specific actions users take on your website, such as purchases, form submissions, or sign-ups. This data will help you understand the ROI of your SEM efforts.

- **Performance Reporting:** Generate regular reports to track the progress of your SEM campaigns. Use visualizations and clear data to understand trends, identify areas for improvement, and make data-driven decisions.
- **ROI Analysis:** Calculate the return on investment for your SEM campaigns. Compare the revenue generated from conversions to the amount spent on advertising to determine the overall effectiveness of your efforts.
- **Continual Optimization:** SEM is an ongoing process. Continuously analyze the data, identify areas for improvement, and optimize your campaigns accordingly. Stay up-to-date with industry trends and changes in search engine algorithms to adapt your strategy as needed.

### 2.3 Ins & outs of SEM

Search Engine Marketing (SEM) is a Digital Marketing for Freelancing strategy that involves promoting websites by increasing their visibility in search engine results pages (SERPs) through paid advertising. It's a powerful tool for driving targeted traffic to websites and achieving specific marketing objectives.

Here are the ins and outs of SEM:

- **Search Engine Advertising Platforms:** The primary platforms for SEM are Google Ads (formerly Google AdWords) and Bing Ads (now integrated into Microsoft Advertising). These platforms allow advertisers to bid on keywords relevant to their products or services and display ads to users who search for those keywords
- **Keyword Research:** Keyword research is the foundation of SEM. It involves identifying relevant keywords and phrases that potential customers might use when searching for products or services like yours. Use keyword research tools to discover high-value keywords with a balance of search volume and competition.
- **Ad Creation:** SEM ads usually appear at the top or bottom of search engine results. Advertisers create compelling and relevant ad copy that includes the targeted keywords. Ad formats can vary, including text ads, product listing ads, display ads, and more.
- **Bidding and Budgeting:** To display ads for specific keywords, advertisers participate in auctions by bidding on those keywords. The bid amount, along with the quality and relevance of the ad, determines its ad rank. Advertisers also set daily or monthly budgets to control their spending.
- **Ad Extensions:** Ad extensions provide additional information within SEM ads, making them more useful and prominent. Examples include sitelink extensions, call extensions, location extensions, and callout extensions.

- **Targeting Options:** SEM platforms offer various targeting options to reach specific audiences, such as location-based targeting, device targeting, language targeting, and demographic targeting.
- **Cost Models:** SEM campaigns typically use two main cost models: Cost Per Click (CPC) and Cost Per Thousand Impressions (CPM). In CPC, advertisers pay for each click on their ads, while in CPM, advertisers pay for every thousand ad impressions.
- **Landing Pages:** When users click on an ad, they are directed to a landing page on the advertiser's website. Landing pages should be relevant, well-designed, and optimized for conversions to maximize the ROI of the SEM campaign.
- **Conversion Tracking:** To measure the effectiveness of SEM campaigns, it's essential to set up conversion tracking. This allows advertisers to track specific actions taken by users on their websites, such as purchases, form submissions, or sign-ups.
- **A/B Testing:** A/B testing involves creating multiple variations of ads, landing pages, and other elements to identify the most effective combination that drives better results.
- **Continuous Optimization:** SEM campaigns require ongoing monitoring and optimization. Analyze data regularly to make data-driven decisions and improve the performance of your ads.
- **Competitor Analysis:** Keep an eye on your competitors' SEM efforts to identify opportunities and refine your own strategy.
- **Quality Score:** Google Ads, in particular, uses a quality score to assess the relevance and quality of ads. Higher-quality ads can lead to better ad positions and lower CPCs. By understanding and effectively utilizing SEM, businesses can reach their target audience, drive traffic, and achieve their marketing goals in a highly competitive online landscape.

## 2.4 Digital Marketing for Freelancing KPI measurement Tools

### KPIs All Businesses Should Be Tracking

The KPIs that a business track will differ depending on business models, industries, strategies, and goals. However, there are baseline metrics you need to be tracking no matter what kind of business you are running.

- **Customer Acquisition Cost (CAC)**

This indicator tells you how effective your marketing and sales processes are and is the key to understanding the ROI you get from each customer acquisition channel your

business uses.

Tracking your CAC answers the question: How much does it cost you to acquire a new customer through your marketing efforts?

- **Customer Lifetime Value (CLTV or LTV)**

How much will a single customer spend at your business over the lifetime of their account?

Do people tend to come back and buy from you more than once?

Are you doing a good job of upselling your current customers?

It's simple math. Your LTV must exceed your CAC for your company to be operating profitably.

- **Revenue Growth Rate**

This indicator tells you how fast is your business growing.

Your revenue growth rate measures how quickly (or slowly) your revenue is increasing. This metric is important for projecting future growth and spending and helping business owners to make informed decisions.

These are the bare essentials, but depending on the type of company, there may be other metrics you should be tracking as well. For example, SaaS (software-as-a-service) companies should be tracking user metrics and churn rates. And e-commerce companies should track conversion rates, cart abandonment rates, and average order value.

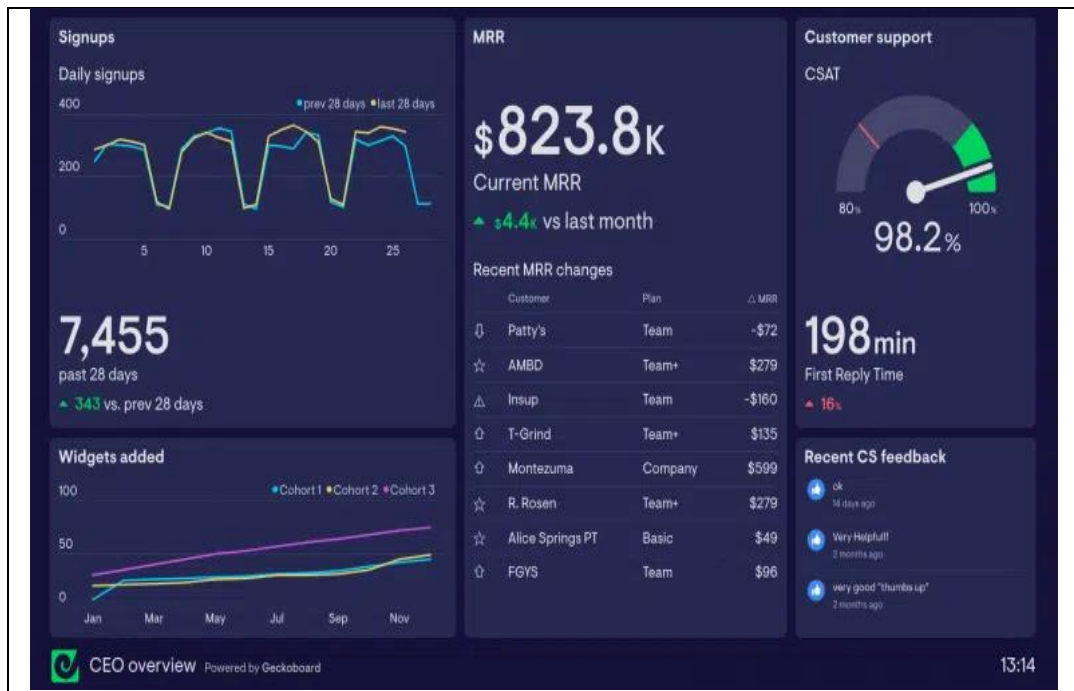
Figuring out the baseline metrics that you should be targeting is a good first step in setting up your own KPI tracking systems.

### **KPI Measurement & KPI Tracking Tools**

Luckily for small businesses, there are a number of affordable tools that can plug directly into the most popular business software solutions, making KPI tracking simple.

Depending on your business model and industry, some of these solutions might be a better fit than others.

**Here are 5 of the top KPI tools:**



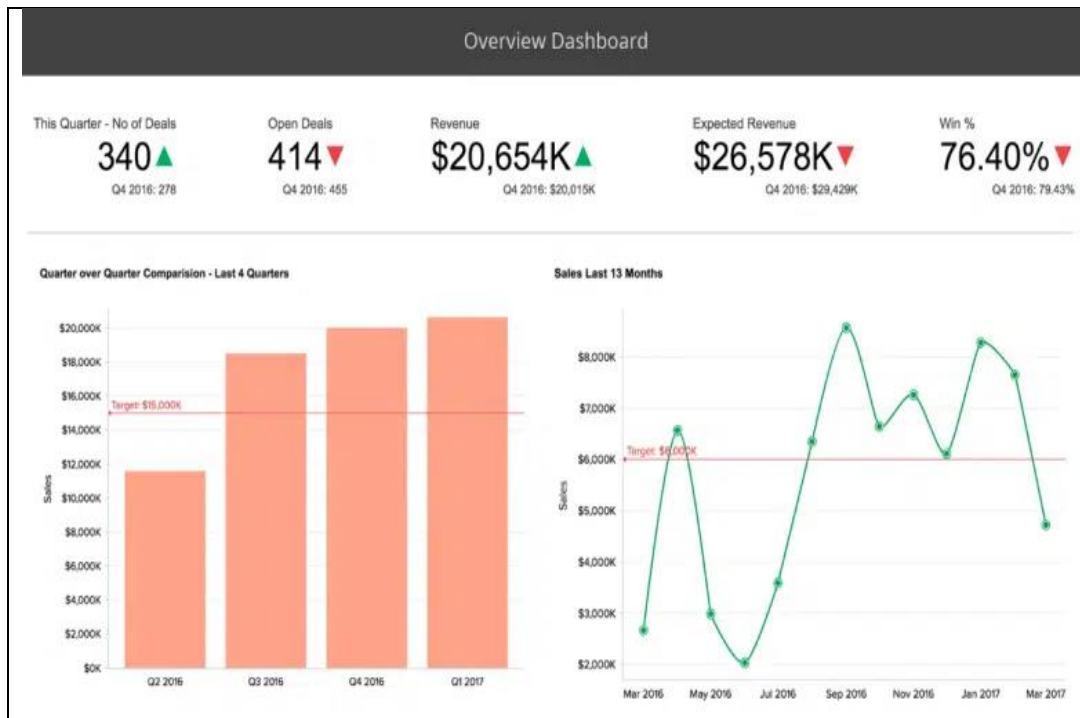
## Geckoboard

Geckoboard provides a snazzy live KPI tracking dashboard for businesses. It features a drag-and-drop interface, allowing users to design their own visual dashboards across a range of metrics.

Geckoboard allows you to display full-screen dashboards on a TV screen, and is an excellent choice for companies that want to keep their teams laser-focused on results.

Designed for fast-moving teams that struggle to focus on the most important parts of their business, Geckoboard integrates with all of the most popular business software including Google Analytics, Salesforce, and Shopify.

The software pulls data directly from those programs (or Excel spreadsheets) to create beautiful visualizations of your most important metrics. While it isn't as deep as other solutions on this list, it is perhaps the simplest to set up and use.



## Zoho

Zoho is one of the most popular solutions for KPI tracking. While there is a bit of a learning curve, Zoho allows you to build personal dashboards for your business as a whole or every single employee in your business.

If you want to make sure that each of your teams stays focused on the most important business metrics, there is no better solution than Zoho.

Their website can look a bit intimidating, as they have products for every facet of a business including marketing, sales, community, services, project planning, and commerce.

You'll have to take some time to sift through the different options that they offer and find the perfect mix of software packages for your company, but you'll be hard-pressed to find a solution that is more powerful for any business, big or small.



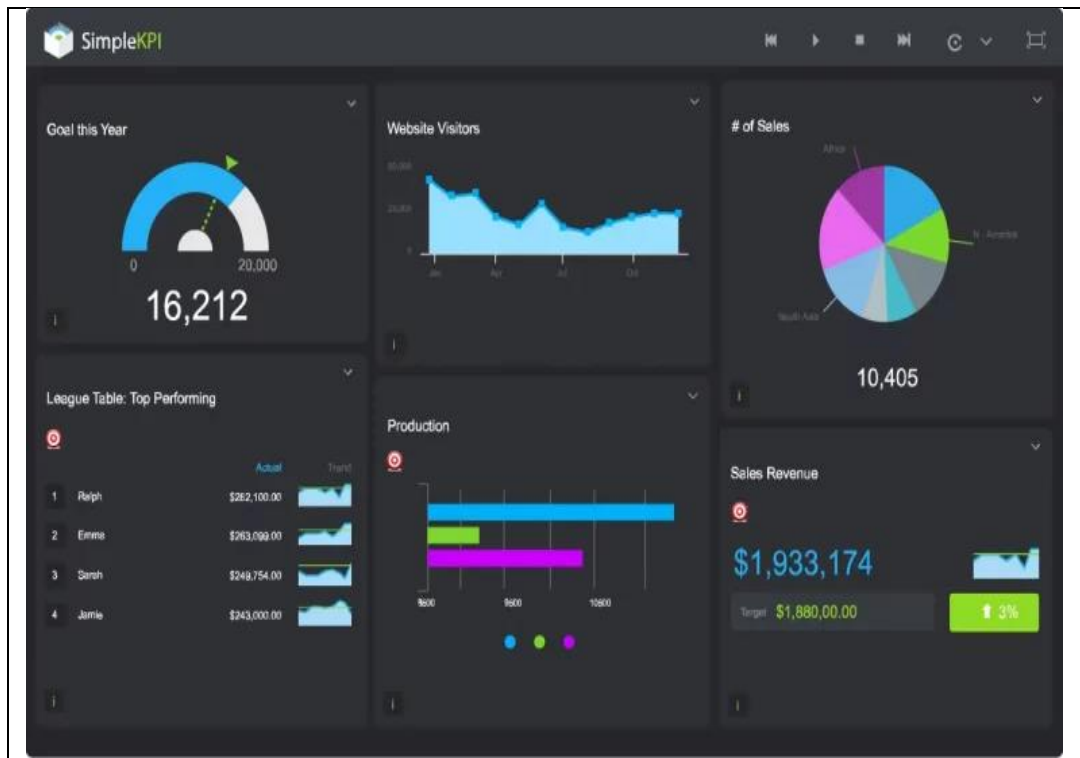
## Tableau

Tableau is excellent analytics and KPI tracking tool with a range of excellent pre-built KPI templates that you can use to track your own business.

Tableau is built specifically with retail and eCommerce operations in mind but does offer a wide range of features that any business would find useful.

There is one feature that really sets Tableau apart from the competition — real-time data blending.

Tableau connects directly to your business databases, then develops insights in real-time. It can also blend data from a range of different sources, pulling from Salesforce, Analytics, or even Excel. Then, the system combines to data to create informative and actionable insights into your company's health.



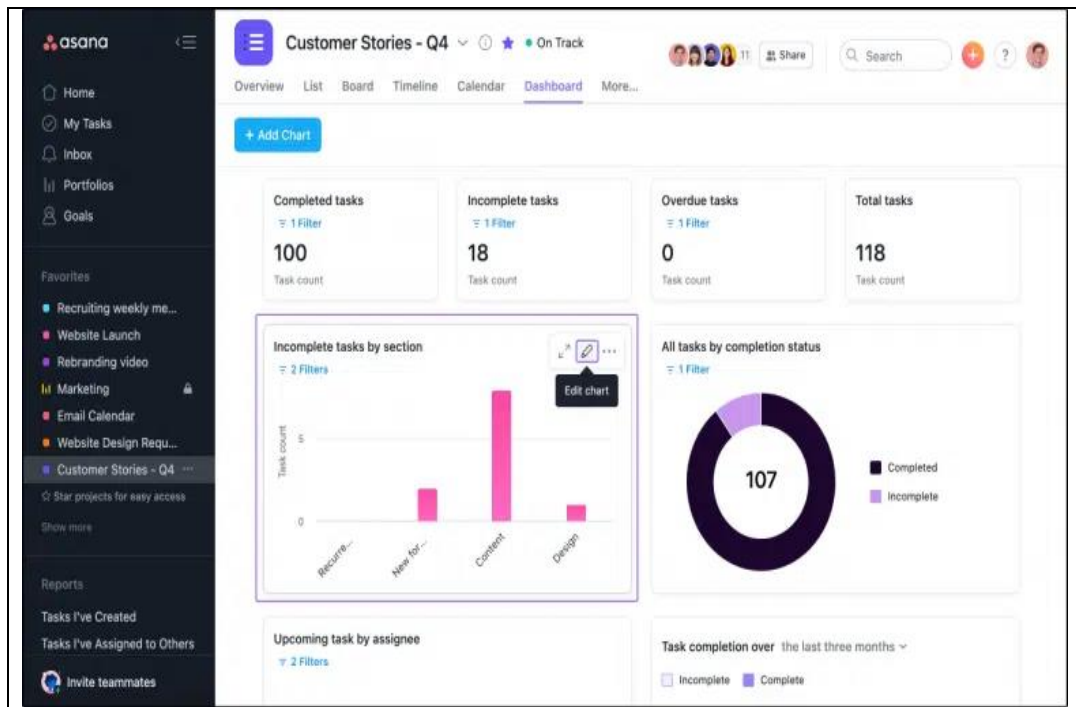
## SimpleKPI

SimpleKPI is a great starting point for businesses that want to start tracking vital metrics with KPI tools. As the name would suggest, the software is designed to be incredibly simple and easy to use.

Don't mistake that simplicity for lack of power, though. SimpleKPI is capable of tracking a wide range of metrics including financial metrics, marketing metrics, operational metrics, and service metrics.

It is a complete package, and suitable for businesses in almost any industry.

SimpleKPI integrates with a number of popular software packages and offers 24/7 support to its customers. Like Geckoboard, SimpleKPI also features a full-screen option for you to display KPIs to your teams in real-time.



## Asana

Asana is an excellent tool for simple, project-based KPI tools. As a complete project management system, Asana allows you to track tasks, projects, conversations, and dashboards.

The different projects in Asana are tracked within their “card” system. Within each card, you can create mission objectives, due dates, and add team members who are responsible for completing the tasks.

In Asana, they refer to their KPI tracking system as “OKR,” which stands for Objectives and Key Results. In the OKR system, administrators can create different tasks with objectives attached to them.

Their dashboard provides you with a range of tactical overviews that you can use to track your progress across each of your individual projects.

### Why You Need KPI Tools

Running your own small business is hard. You’re constantly pulled in a million different directions, often leading you to neglect some of the most important aspects of your business.

Effective KPI measurement tools allow you to keep your thumb on the pulse of your business and have an understanding of where you need to improve, without having to ingratiate yourself in every aspect of your daily operations.

Most business owners know that they should be doing a better job of tracking their internal metrics. One of the biggest roadblocks to doing so is knowing what tools to use to make this daunting task easier. The tools above are a great place to start.

## **Self-Check Sheet - 2: Apply Strategies and Measurement for SEM**

### **Questionnaire:**

1. What is the significance of landing page quality in Search Engine Marketing (SEM)?

**Answer:**

2. What are some common strategies used in SEM?

**Answer:**

3. How can businesses measure the success of their SEM campaigns?

**Answer:**

4. What is the role of measurement in Search Engine Marketing?

**Answer:**

5. Why is it important to track conversions in SEM?

**Answer:**

## **Answer Key - 2: Apply Strategies and Measurement for SEM**

1. What is the significance of landing page quality in Search Engine Marketing (SEM)?

**Answer:** Landing page quality is crucial in SEM because it directly affects the user's experience after clicking an ad. High-quality landing pages that are relevant to the ad and provide valuable information tend to have better conversion rates. Search engines like Google also consider landing page quality when determining ad rank and Quality Score.

2. What are some common strategies used in SEM?

**Answer:** Common strategies in SEM include:

1. **Keyword Research:** Identifying relevant and high-performing keywords to target in ad campaigns.
2. **Ad Copy Optimization:** Creating compelling and relevant ad copy to attract clicks and conversions.
3. **Bid Management:** Strategically managing bids to control costs and improve ad positioning.
4. **Landing Page Optimization:** Ensuring that the landing page provides a seamless user experience and aligns with the ad's message.
5. **Geographic Targeting:** Focusing advertising efforts on specific geographical locations to reach the desired audience.

3. How can businesses measure the success of their SEM campaigns?

**Answer:**

Businesses can measure the success of their SEM campaigns through various metrics and key performance indicators (KPIs), including:

- Click-Through Rate (CTR).
- Conversion Rate.
- Return on Investment (ROI).
- Quality Score.
- Cost per Conversion (CPC).
- Ad Position in search results.

4. What is the role of measurement in Search Engine Marketing?

**Answer:** Measurement in SEM is crucial for evaluating the success of ad campaigns and determining their impact on business goals. It helps advertisers understand which strategies are working well and which areas need improvement.

5. Why is it important to track conversions in SEM?

**Answer:** Tracking conversions in SEM is essential because it allows advertisers to measure the actual outcomes and actions taken by users after clicking on an ad. It provides insights into the effectiveness of the ad campaign in driving desired actions, such as purchases, sign-ups, or inquiries.

## **Task Sheet-2.1: Apply Search Engine Marketing (SEM)**

**Objectives:** The objective of this practical assessment is to apply search engine marketing (SEM) strategies and measurement techniques to create and optimize a successful SEM campaign for a given website or business. You will be required to demonstrate your ability to implement SEM strategies, measure key performance indicators (KPIs), and make data-driven decisions for campaign improvement.

### **Working Procedure:**

#### **Campaign Planning:**

1. Define the main goal and objectives of the SEM campaign (e.g., increase website traffic, boost conversions, etc.).
2. Identify the target audience and select relevant keywords for the campaign.

#### **Ad Creation and Copywriting:**

3. Create compelling ad copy that aligns with the campaign's goals and resonates with the target audience.
4. Design engaging visuals and ad formats to maximize ad performance.

#### **Landing Page Optimization:**

5. Develop or optimize landing pages that match the ad's messaging and encourage conversions.
6. Ensure the landing pages have clear call-to-action (CTA) buttons and user-friendly design.

#### **A/B Testing:**

7. Conduct A/B tests on ad copy, visuals, and landing page elements to identify high-performing variations.
8. Analyze test results and use insights to refine the campaign strategy.

#### **Campaign Execution:**

9. Launch the SEM campaign on selected platforms and monitor its performance.
10. Monitor budget spend, ad impressions, clicks, and conversions.

#### **Key Performance Indicators (KPIs) Measurement:**

11. Track and analyze relevant KPIs, such as click-through rate (CTR), conversion rate, cost per click (CPC), and return on investment (ROI).
12. Use analytics tools like Google Analytics and platform-specific insights to gather data.

#### **Performance Analysis and Optimization:**

13. Analyze campaign performance data to identify strengths, weaknesses, and areas for improvement.
14. Make data-driven decisions to optimize bids, keywords, ad targeting, and overall campaign strategy.

#### **Competitor Analysis:**

15. Conduct competitor analysis to understand their SEM strategies and identify opportunities for differentiation and improvement.

#### **Reporting:**

16. Prepare regular performance reports with clear and concise insights.
17. Present findings and recommendations to stakeholders.

## Review of Competency

Below is yourself assessment rating for module **Interpret Search Engine Marketing**

Assessment of performance Criteria	Yes	No
Search Engine Marketing is interpreted;		
Importance of SEM is interpreted;		
Keyword is researched;		
A campaign is planned;		
SEM strategies are interpreted;		
Measurement and analysis of SEM are applied;		
Ins & outs of SEM are identified;		
Digital Marketing for Freelancing KPI measurement Tools are analyzed		

I now feel ready to undertake my formal competency assessment.

Signed:

Date:

## Development of CBLM:

The Competency Based Learning Material (CBLM) of ‘**Interpret Search Engine Marketing (SEM)**’ (Occupation: Digital Marketing for Freelancing, Level-3) for National Skills Certificate is developed by NSDA with the assistance of SIMEC System, ECF consultancy & SIMEC Institute JV (Joint Venture Firm) in the month of June 2023 under the contract number of package SD-9A dated 07<sup>th</sup> May 2023.

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