Mindluster Platform

About the course Skills for Search Engine Marketing SEM

Search Engine Marketing (SEM) refers to the practice of using search engines (like Google, Yahoo, or Bing) for marketing and advertising a business using the business's website. This is done both by organic traffic (SEO) and paid traffic results (PPC) ...

Marketing Category's Courses

Course Lesson(8)

Lesson 1 : **Introduction to search engine marketing SEM**

Lesson 2 : **The SEM auction**

Lesson 3 : **What makes a good keyword**

Lesson 4 : **Make your ads stand out**

Lesson 5 : **Achieve relevance with good structure**

Lesson 6 : **Get the most from your keywords**

Lesson 7 : **Fine tune with keyword match types**

Lesson 8 : **How to know what s working and what isn t**

Related courses

How To Start Social Media Marketin

Search Engine Optimization

Digital Strategy Brand Marketing Workshop

Marketing Automation

YouTube Marketing Training

Google Adwords Training

for Business Contact
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