

SEM FORMULA

Inside Search Engine Marketing

STRUCTURE

Budget, pacing, campaign type / campaign goal, scheduling, conversions

LANDING PAGE

User experience, designed with campaign goal in mind, conversions, all devices

TARGETING

Location, keywords, audience, intent/affinities/in-market/demographics, placements, remarketing

ADS

Ad type (search/display/video), use of extensions, responsive/dynamic, eye-catching/engaging/encourage action

BIDDING

Bid adjustments, bidding strategies (target ROAS, CPA, enhanced CPC, maximize clicks, maximize conversions etc., manual)

