Syllabus - Search Engine Marketing Certificate Program

Week 1 - Introduction to Search

- Introduction
- Overview & History
- Search Engine Marketing vs. Search Engine Optimization
- Paid Search Overview
- Definitions & Acronyms
- Meet the Engines
- Working with Search Engines
- Review and Assign Case Study as Group Project

Week 2 - Campaign Development

- Campaign Structure
- Keyword Types
- Keyword Development
- Writing Creative
- Budget Considerations/Forecasting
- Managing to a Metric
- Alignment with Case Study

Week 3 - Analytics / Optimizations

- Analytics Basics
- Data Analysis
- Purchasing Funnel
- Benchmarking
- Copy Optimizations
- Bid Optimizations
- Match Type Optimizations
- Keyword Optimizations
- Budget Optimizations
- Alignment with Case Study

Week 4 - Advanced Analytics / Optimizations

- Purchase Funnel and Click Stream Analysis
- Behavioral Targeting and Paid Search
- Day Parting
- Geo-Targeting
- Latent Conversion Optimizations
- Alignment with Case Study
Week 5 - Techniques and Tools

• Competitive Strategies
• Expand Your PPC Beyond (Google, Yahoo, Bing)
• Benchmarking Tools
• Trend Tools
• Bid Management Tools
• International Search
• Mobile Search
• Future of Search Marketing
• Alignment with Case Study

Week 6 - Case Study Presentations & Course Summary

• Case Presentations
• Course Summary