



Search Marketing

Session 1: Search 101

Lesson 1: Paid Search (SEM) and “Natural”/Organic Search (SEO) difference

Lesson 2: How Search Engines Work

Lesson 3: SEO Basics: on-site vs. off-site, meta tags, keyword research

Assignment: Perform keyword research utilizing the tools and technologies demonstrated in this video to create a list of 15-25 keywords for your website. Evaluate paragraphs or pages of your website where you can rewrite the copy on your website using these new keywords.

Session 2: Tools & Methodologies

Lesson 1: Demonstration of the Google Suite of Tools: Google Analytics, Keyword Planner, Google Webmaster Tools, Google Trends

Lesson 2: Demonstration of other helpful tools to help with Social Listening: Topsy, BuzzSumo, Link Analysis: Open Site Explorer and Competitor Analysis: SEM Rush

Lesson 3: Review of past/potential templates for homework assignment

Assignment: Consider your own or your clients’ business objectives and pick at least two of the tools mentioned above to formulate an action plan, which may take the shape of an analytics report, a content audit, a list of influencers to reach out to, or something else.

Session 3: Search 201

Lesson 1: Content and Keywords Strategy and Placement

Lesson 2: Advanced Technical Optimizations: URL structuring, Sitemaps, using Robots.txt

Lesson 3: Link Strategy

Assignment: Create a content outline for your website. Build your strategy around target keywords, include ideas for optimizing existing content as well as creating new pages. Bonus: include a plan for link outreach.

Session 4: Digital Relationship Building

Lesson 1: The Connection between SEO and Social Media

Lesson 2: Leveraging Bloggers and the Blogosphere

Lesson 3: Identifying Potential Influencers and Outreach Process

Assignment: Research and identify a target list of at least 10 bloggers and/or influencers and reach out to them about getting a link or creating some sort of relationship online. Include your outreach letter in the assignment.

Session 5: SEM

Lesson 1: Core Concepts: Quality Score, Bidding, Keyword Research, Account Structuring, Writing Compelling Ad Texts

Lesson 2: Setting up SEM and Display ad campaigns in Google AdWords (for Google) and Microsoft Adcenter (for Bing + Yahoo)

Lesson 3: Preventing Wasted Spend: negative keywords, broad vs. exact match

Assignment: Set up an SEM Campaign in Google AdWords with at least one Adgroup that contains at least 3 different ads.

Session 6: Putting it All Together

Lesson 1: Managing Process & Setting Client Expectations

Lesson 2: Digital Marketing Strategy Development

Lesson 3: Resources for Continued Learning

Assignment: Create a Digital Marketing Strategy/Action Plan for your team, keeping in mind all of the different facts of search marketing that we have covered in this class. Prioritize by expected level of effort or expected income on each piece of the plan.