

SEM Intermediate Training

Curriculum 4 Days

Day - 1

- - Latest Digital marketing trends
 - Digital media marketing platforms
 - Digital Marketing strategy for websites
- - Long-tail keyword optimization
 - Effective use of negative keywords
 - Quality Score
- - Boost Traffic and Increase Sales to Your Website
 - Create, Develop and Optimize Your Own Profitable Google AdWords Campaigns
 - Advertise Your Products and Services Online Effectively
 - Use Conversion Tracking To Determine the Value of Your Ad Campaigns