

CENTER FOR PROFESSIONAL DEVELOPMENT**PAY PER CLICK MARKETING**

150 Hours/12 Months/Instructor-Facilitated
Course Code: **CPD102** || Course Cost: **\$1495**

OVERVIEW

Pay-Per-Click (PPC) Marketing is a sub-set of search engine marketing that promotes a Web site by paying for the extra exposure. Samples include click-on advertisements that display in response to keyword searches and having your site listed above search results, under the heading "sponsored results" or "featured listings."

A job in this industry can be unbelievably lucrative. As noted by Jennifer Laycock of *Search Engine Guide*, "There are quite literally more jobs than there are skilled marketers, and salaries can skyrocket to almost embarrassing levels."

This extreme demand means search engine marketers can pick and choose their jobs and clients. The more skilled marketers are head-hunted regularly. Experts in select specialties like pay-per-click advertising are currently enjoying even higher demand than usual, as advertisers out-bid each other to have their site shown for popular keyword searches on Google, Yahoo!, and MSN.

Job candidates who are certified in pay-per-click marketing may well have an edge over their fellow applicants. The Pay-Per-Click Marketing Online Training Program is designed to help you jump-start your career path in the fast-paced search-engine industry.

OBJECTIVES

Upon successful completion of this program, you'll be able to:

- Set up, monitor, and maintain successful pay-per-click advertising campaigns
- Improve click-through and conversion rates
- Conduct split-testing
- Select effective keywords and integrate them throughout a site
- Bid on specific keywords and phrases on the world's most popular search engines and directories
- Prepare to start your own search engine marketing business or apply for a job as an SEM (search engine marketer), PPC marketer, or online advertising executive

MATERIALS INCLUDED

This program is tutor-supervised. A tutor will be assigned to you and will guide you through the lesson material and review your assignments. The following materials will be provided within this program:

- 30 downloadable PDF Lessons (approximately 302 pages in total)

- 1 Excel spreadsheets
- 30 interactive online review quizzes
- 10 assignments
- 3 interactive online exams
- 2 case studies
- Extensive Internet-based resources
- 12 months access to online classroom area
- 12 months access to online quizzes and final exam
- 12 months access to lesson updates

OUTLINE

I. Pay-Per-Click Marketing 101

- A. Introduction to Pay-Per-Click Marketing
- B. Pay-Per-Click Campaign Preparation
- C. An Introduction to Google AdWords
- D. How to Set Up an AdWords Account
- E. An Introduction to Yahoo! Search Marketing
- F. How to Set Up a Yahoo! Sponsored Search Account
- G. Keyword Research for PPC Campaigns*
- H. Ad Copy Creation for PPC Campaigns
- I. Landing Page Creation for PPC Campaigns
- J. PPC Campaign Conversion and ROI Measurement

II. Pay-Per-Click Marketing 201

- A. Overview of PPC Marketing
- B. Pay-Per-Click Search Engines
- C. Key Elements of a Successful PPC Campaign
- D. Building Effective PPC Ads
- E. How to Structure Your PPC Campaign
- F. Effective PPC Bidding Strategies
- G. How to Create Killer Landing Pages
- H. Tracking PPC Conversions
- I. A/B Split Testing
- J. How to Measure ROI on PPC

III. Keyword Research 101

- A. Introduction to Keyword Research
- B. Keyword Research Basics
- C. Campaign Requirements
- D. Keyword Research Tools
- E. Digging for Keywords
- F. Narrowing Down Your Keyword Selections
- G. Integrating Your Keywords
- H. Using Keywords in PPC Campaigns
- I. Tracking Your Keyword Traffic
- J. Tweaking and Testing Your Keywords

Outlines are subject to change.

For more information, visit our Web site at: www.excelsior.edu/CPD,
email CPD@excelsior.edu, or call: 888-647-2388 ext 11-8211

*Please note the PPC Pathway consists of three individual courses: PPC101, PPC201, and an elective of the student's choice. The Keyword Research 101 course is NOT a compulsory elective for PPC Pathway.

COMPUTER REQUIREMENTS

This program is compatible with the Windows XP and later operating systems and IE 7 and later browsers.

The following items are required for taking this program:

- A PC or Macintosh computer
- A reliable Internet connection (DSL or cable high-speed connection recommended)
- Adobe Acrobat PDF Reader ([Click here](#) for free download)
- Access to an e-mail client or Internet-based e-mail account

The following items are recommended for taking this program:

- A word-processing package such as Microsoft Word or Works
- A spreadsheet package such as Microsoft Excel or Works
- A printer (if you want to print the lessons)

INSTRUCTOR BIO

Kalena Jordan was one of the first search engine optimization experts in Australia and New Zealand. She's well known and respected in the search engine industry, particularly in the U.S.

With her in-depth knowledge of Internet marketing techniques and a decade of experience in search engine optimization for client Web sites, she decided to specialize and set up her own search engine marketing company (Jordan Consulting Group) in 1999.

In addition to being co-founder of Search Engine College, Kalena is director of studies and a tutor for all SEO and PPC programs. Her previous roles have included SEO manager for a Web development firm, public relations consultant, freelance Web site designer, marketing manager for a computer systems firm, and five years as public relations advisor to the royal Thai government. She has a Bachelor of Arts degree in communication from the University of Newcastle, Australia.

Kalena is a member of SEO Consultants and SEO Pros and has spoken at the popular Search Engine Strategies Conferences. She's also a moderator at the Search Engine Watch Forums. Kalena is the author of *The Search Light* newsletter and the popular "Ask Kalena..." search engine advice column.

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For more information, visit our Web site at: www.excelsior.edu/CPD,
email CPD@excelsior.edu, or call: 888-647-2388 ext 11-8211