

# Search Engine Marketing to Generate Qualified Traffic to Website

Your Company Name



Search engine marketing to generate  
qualified traffic to website

# AGENDA

- 01 Understand the concept of search engine marketing
- 02 Analyze search engine marketing strategies tools
- 03 Implementing search engine marketing strategies to increase conversion rate
- 04 Monitor impact after implementation of strategies
- 05 Analyze impact on business

# Table of contents for engine marketing to generate qualified traffic to website



## 01 Introduction

- What is search engine marketing
- Types of advertisements
- Global statistics and figures

## 02 Ad Auction

- How ad auction works
- How to win an ad auction

## 03 Develop Ad copy

- Introduction
- How to develop Ad copy
- Optimize ad copy

## 04 Search engine marketing best practices

## 05 Search engine marketing strategies tools

- Keyword research
- Shortened URL's
- Links building
- Web analytics

## 06 Search engine marketing strategies

- Pay-per-click (PPC)
  - Introduction
  - PPC working
- Website design
- Target local market
- Reverse search image
  - Reverse search image on Google (Desktop)
  - Reverse search image on Google (Mobile device)
- Competitor's back linking
  - Introduction
  - Identify competitor backlinks
  - Analyze competitor backlinks
- Infographics
  - Introduction
  - Develop infographics
- Maintain good customer relationship
- Reverse guest posting
- Similar audience
- A/B Testing
  - Introduction
  - Implement A/B testing
- Customer feedback

## 07 Cost

- Search engine marketing budget plan
- PPC marketing campaign budget plan

## 08 SEM metrics to analyze results

## 09 Impact

- Impact after implementing strategies
- Pay-per-click impact on business

## 10 Dashboard

- Search engine marketing dashboard
- PPC marketing campaign dashboard





# Our team



## Designation

### Add name here

This slide is 100% editable. Adapt it to your needs and capture your audience's attention.



## Designation

### Add name here

This slide is 100% editable. Adapt it to your needs and capture your audience's attention.



## Designation

### Add name here

This slide is 100% editable. Adapt it to your needs and capture your audience's attention.

# Thank you



**Address**

# Street number, city, state



**Contact number**

0123456789



**Email address**

Emailaddress123@gmail.com