

Name of the Job Role: Search Engine Marketing Executive

QP Code and NSQF Level: MES/Q0705

S.No.	Orientation Component/Activity	Topic	Sub-Topics	Topic Duration (in hours)	Learning Outcomes
1	Domain Training	Research and identify target keywords	<ol style="list-style-type: none"> 1. Perform keyword Research 2. Create final list of target keywords for bidding 	2 Hr.	<p>PC1. create a list of products / services provided by the company</p> <p>PC2. list out search terms that potential customers might use to search for those products / services in search engines</p> <p>PC3. identify the right target keywords by using the available keyword research tools</p> <p>PC4. evaluate the keywords by their relevancy, search volume, bid amount and Competition</p> <p>PC5. prepare the final list of keywords by using the quantitative data provided by keyword research tools including the key stats like search volume, bid amount and competition</p> <p>PC6. identify the keywords with high commercial intent which is more likely to generate new leads or sales</p>
	Domain Training	Set-up pay-per-click (PPC) campaigns	<ol style="list-style-type: none"> 1. Create advertisement Groups 2. Create advertisement Copies 3. Organize target Keywords 	2 Hr.	<p>PC1. create campaign structure and decide the number of advertisement groups required in a campaign</p> <p>PC2. create advertisement groups and add associated keywords to be targeted in it</p> <p>PC3. create text advertisement copies including the destination URL under</p>

			4. Set-up advertisement extensions		<p>each advertisement group</p> <p>PC4. create effective advertisement copies using the headlines and description elements</p> <p>PC5. split-test multiple advertisement copies to optimize campaign's</p> <p>PePC6. organize the related keywords with common theme into one group</p> <p>PC7. set-up and add the grouped keywords in their respective advertisement</p> <p>Groupsrformance</p> <p>PC8. identify relevant advertisement extensions that can be added to the Campaigns</p> <p>PC9. set-up advertisement extensions for the campaigns to improve performance</p>
	Domain Training	Track campaign performance and prepare reports	<p>1. Create reports on campaign performance</p> <p>2. Compare performance with competitors</p>	2 Hr.	<p>1. PC1. measure the average cost per click, click-through ratio, conversion rates, total spends, cost per acquisition and ROI for each campaign</p> <p>PC2. track the performance at the keyword level and identify the best and worst performing keywords</p> <p>PC3. analyze and compare the performance of brand versus non-brand keyword campaigns</p> <p>PC4. create a report summarizing the performance of pay-per-click (PPC) campaigns for the stakeholders</p> <p>PC5. run the auction insight report to get the competitor comparison statistics such as impression share, average advertisement</p>

					position etc. PC6. create competitor comparison report using the data available in auction insights to analyze campaign's performance
2	Soft Skills and Entrepreneurship Tips specific to the Job Role	Communication & team work		2 Hr.	Communicate what one intends to, to other team mates
		E wallet & digital literacy/e-commerce		2 Hr.	Online transaction system using smart phones/ computer Awareness about faradism
3	Familiarization to Assessment Process and Terms Duration: 2 hours	Need and importance of Assessment		1 Hr.	Should be able to understand importance of assessment
		Process and modes of assessments		1 Hr.	Should become familiar with the process of assessment

