

# Participant Handbook

Sector  
**Media and Entertainment**

Sub-Sector  
**Digital**

Occupation  
**Marketing / Advertising Sales / Traffic**

Reference ID: MES/ Q 0705, Version 2.0  
**NSQF Level 4**



**Search Engine Marketing  
Executive**

This book is sponsored by Media and Entertainment

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**Shri Narendra Modi**

Prime Minister of India

“

Skilling is building a better India.  
If we have to move India towards  
development then Skill Development  
should be our mission.

”



# Certificate

**COMPLIANCE TO  
QUALIFICATIONPACK–NATIONALOCCUPATIONAL  
STANDARDS**

*is hereby issued by*

**Media & Entertainment Skill Council**

*for*

**SKILLING CONTENT: PARTICIPANT HANDBOOK**

Complying to National Occupational Standards of  
Job Role/Qualification Pack: **“Search Engine Marketing Executive”**  
QPNo.”**MES/Q0705, NSQF Level 4”**

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Authorized Signatory  
(Media & Entertainment Skill Council)

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The preparation of this manual would not have been possible without the Media and Entertainment Industry’s support. Industry feedback has been extremely encouraging from inception to conclusion and it is with their input that we have tried to bridge the skill gaps existing today in the industry.

This participant manual is dedicated to the aspiring youth who desire to achieve special skills which will be a lifelong asset for their future endeavors.

## About this Book

This Participant Handbook is designed to enable training for the specific qualificationPack (QP). Each National Occupational (NOS) is covered across Unit/s.

Key Learning Objectives for the specific NOS mark the beginning of the Unit/s for that NOS

1. Research and identify target keywords
2. Set-up pay-per-click (PPC) campaigns
3. Track campaign performance and prepare reports
4. Maintain workplace health and safety

## Symbols Used



Key Learning  
Outcomes



Steps



Time



Tips



Notes



Unit



Exercise

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# 1. Introduction and Orientation



- Unit 1.1- Introduction to Media and Entertainment Sector
- Unit 1.2- Search Engine
- Unit 1.3 -Keywords in Search Engine Algorithm
- Unit 1.4 -Various Terminologies Associated with Search Engine Marketing



## Key Learning Outcomes



At the end of this module, participants will be able to:

1. Describe the Media and Entertainment sector
2. Explain the role of Social Media Executive

## UNIT 1.1: Introduction to Media and Entertainment Sector

### Unit Objectives

At the end of this unit, participants will be able to:

1. Describe the media and entertainment industry in India
2. Describe the growth expected in the media and entertainment industry
3. Explain the various products and processes of the industry
4. Identify some keywords used in the industry

### 1.1.1 Media and Entertainment Sector in India

The Indian media and entertainment (M&E) sector are one of the biggest in the world. It is placed as 14th largest in the world. The Indian M&E sector recovered by 16.4% to INR1.61 trillion (US\$21.5 billion), still 11% short of pre-pandemic 2019 levels, due to the second wave of COVID-19 which impacted the sector.

As per EY report the M&E sector will grow 17% in 2022 to reach INR1.89 trillion (US\$25.2 billion) and recover its 2019 levels, then grow at a CAGR of 11% to reach INR2.32 trillion (US\$30.9 billion) by 2024

	2019	2020	2021	2022E	2024E	CAGR 2021-2024
Television	787	685	720	759	826	5%
Digital media	221	235	303	385	537	21%
Print	296	190	227	241	251	3%
Online gaming	65	79	101	120	153	15%
Filmed entertainment	191	72	93	150	212	32%
Animation and VFX	95	53	83	120	180	29%
Live events	83	27	32	49	74	32%
Out of Home media	39	16	20	26	38	25%
Music	15	15	19	21	28	15%
Radio	31	14	16	18	21	9%
<b>Total</b>	<b>1,822</b>	<b>1,386</b>	<b>1,614</b>	<b>1,889</b>	<b>2,320</b>	<b>13%</b>

All figures are gross of taxes (INR billion) for calendar years | EY estimates

Fig 1.1.1: Estimate revenue of M&E Industry by EY report

Another high growth sub-sector is Gaming which grew by 35.1% in FY 2018 as compared to FY 2017. The projected growth of industry for FY 2018 to 2023 is given in next figure.

Overall industry size (INR billion)	FY19	FY20	FY21	FY22	FY23	FY18-23 CAGR%
TV	746.4	855.3	959.1	1,066.6	1,179.6	12.6%
Print	338.5	357.8	378.6	400.8	424.9	5.9%
Films	171.7	185.4	199.3	213.9	228.8	7.6%
Digital advertising	154.7	202.6	263.4	339.8	435.0	30.2%
Animation and VFX	86.7	100.9	116.8	133.5	151.8	15.5%
Gaming	55.4	70.9	84.7	103.3	118.8	22.1%
OOH	35.7	38.6	42.0	45.7	49.7	9.2%
Radio	28.3	31.8	34.8	38.8	42.1	10.2%
Music	16.6	19.1	22.1	25.6	29.6	15.5%
<b>Total</b>	<b>1,833.9</b>	<b>1,862.5</b>	<b>2,100.7</b>	<b>2,368.0</b>	<b>2,660.2</b>	<b>13.1%</b>

Fig 1.1.2: Projected growth of M&E Sector

India is one of the largest broadcasters in the world with approximately 800 TV channels, 242 FM channels and more than 100 community radio networks working at present. Bollywood, the Indian film industry is the largest producer of films around the globe with 400 production and corporate houses involved.

The Government of India keeps on pushing the Media and Entertainment industry by launching various schemes such as digitizing the cable TV to fill greater institutional funding, raising the foreign investment from 74 per cent to 100 per cent in cable and DTH satellite platforms. Government has also allotted industry status to the film industry for easy finance.

## 1.1.2 Employability in Media and Entertainment Sector

The Media & Entertainment sector employs 11-12 lakh people directly (as per 2017 reports) and if we consider indirect employments as well then count goes to 35-40 lakh people. The Media sector is highly dependent on advertising revenues and performance of Industry for economy outlook. This sector was having 4 lakhs workforce in 2013 and we expect it to reach 13 lakhs by 2022 which means employing 9 lakhs of additional employment in the period of 2013-22.

- 1/4th of the people employed in Media and Entertainment sector are from film industry.
- The Media & Entertainment sector will generate 7-8 lakh jobs by 2022, taking the total count of employment to 1.8-2.0 million.
- The Media and Entertainment sector which is expected to grow at rate of 13.1 % by 2023 which means to reach 2.7 lakh crore of business for skilled professionals.
- Film & Television sector has a major portion of the workforce employed in media and entertainment. Digitization activities being done in both films and television arena are the key player for this demand.

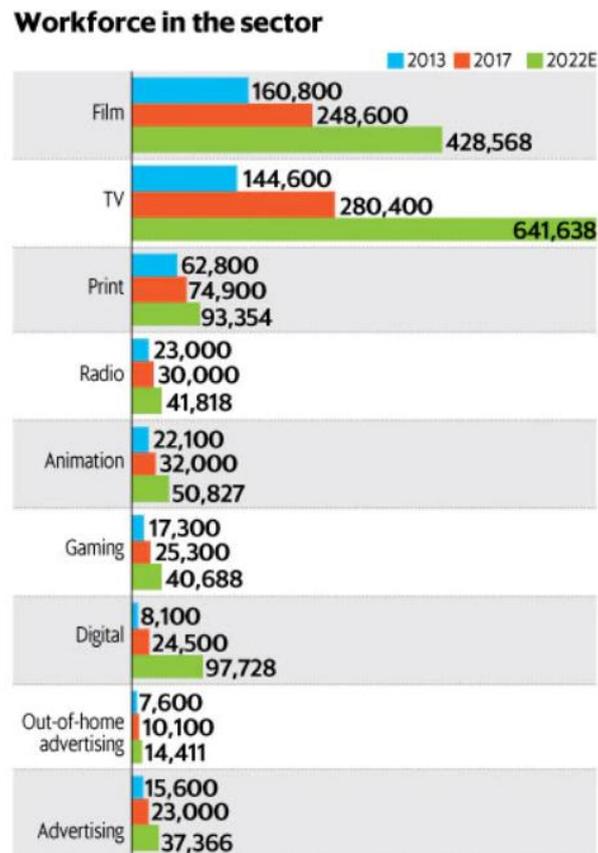


Fig 1.1.3: Employments in Different Sectors of Media and Entertainment

### 1.1.3 Evolution of Media and Entertainment Sector

- Radio broadcasting came by Radio Club of Bombay in 1923 in India under the British rule.
- All India Radio (AIR), one of the largest radio networks in the world, started working in 1936.
- Door darshan (DD) started the era of TV on Sept 15, 1959, in India.
- The Indian economy was closed until 1990, and no private player could enter the space in the 1990s, the Indian film industry was completely fragmented
- BBC launched its national service in 1995
- In 1999, the government allowed private Indian Firms to set up their FM stations on a license fee basis
- In May 2000, as part of Phase I of radio broadcast licensing, the auction was conducted and 37 licenses were issued, out of which 21 are operational in 14 cities
- Approximately 1000 TV channels and 1052 radio stations are expected to be working by 2022.

### 1.1.4 Major Subsector and Segments

- The Indian M&E industry comprises several sub-sectors, such as television, radio, print media (including newspapers and magazines), films, animation, and visual effects (VFX), Sound & Music, Amusement & Theme Parks, Art & Culture, and Event Management/Live Performances.
- Advertising industry is the major revenues generating part of the industry and the growth of the sector decides the overall growth of the industry.
- Although there is not much to export from this industry, but imports have a considerable share in the economy like imports of newsprints, set-top boxes, and antennae.

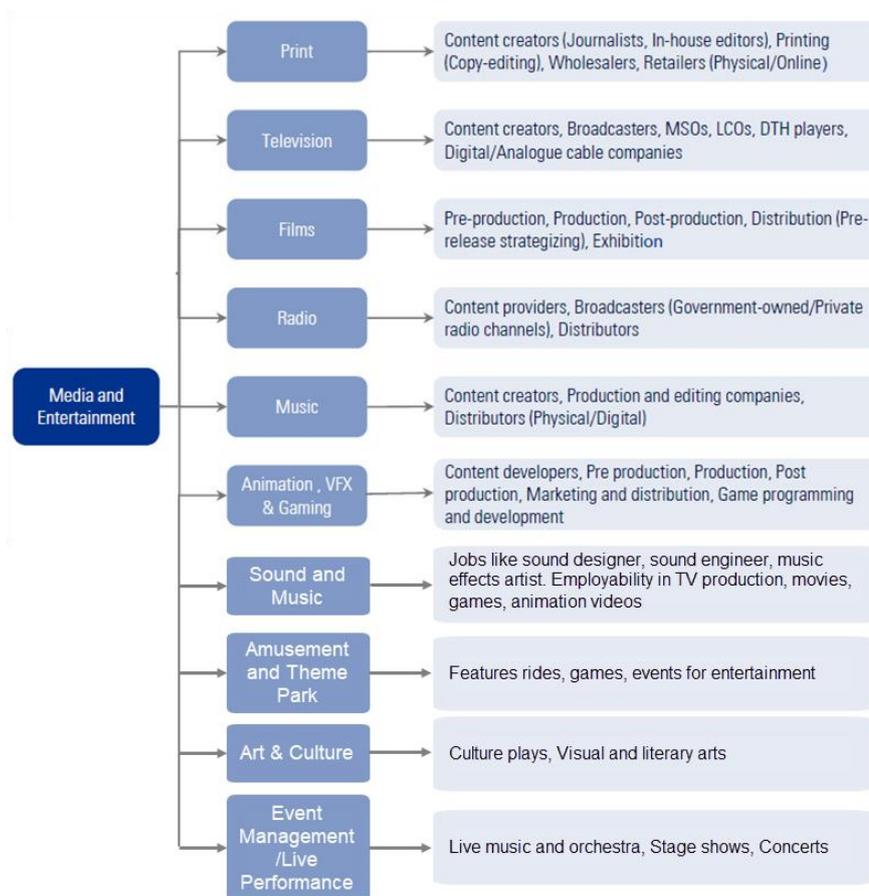


Fig 1.1.4: Media and Entertainment Sector

- The industry is specific to cultural and ethnic backgrounds and is organized around specific hubs that specialize in output for a given population segment. For example, the Mumbai film industry (Bollywood) is a key film hub in the country. A similar hub also exists in South India.

### Growth rate by sub-sector

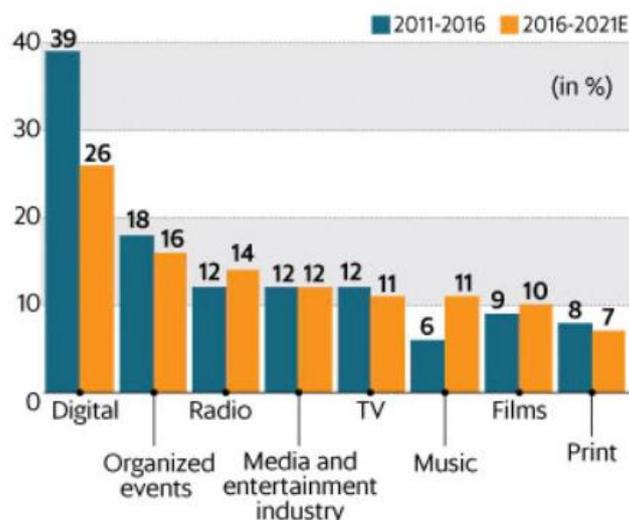


Fig 1.1.5: Media and Entertainment Sector Growth Rates expected in 2016-2021

## 1.1.5 General sector specific terms words used in this book

- **Animatic:** A series of images edited together with dialogues and sound is called animatic.
- **Compositing:** Combining layers of images/elements into a single frame is called compositing.
- **Composition:** Positioning character with respect to the background and camera is called composition.
- **Creative Brief:** A document that captures the key questions for the production including the vision, objective of the target audience, budgets, project, milestones, timelines and stakeholders is called creative brief.
- **Key Frame:** Key poses that start and end poses for animation sequence are called key frames.
- **Modeling:** Creation of three-dimensional models for animation using specialized software is called modeling.
- **Rendering:** Conversion of three-dimensional models into two-dimensional images with 3D effects is called rendering.
- **Rigging:** Process of adding joints to a static three-dimensional model to aid movement during posing is called rigging.
- **2D animation:** Moving pictures in a two-dimensional environment is called 2D animation like in computerized animation software.
- **3D animation:** 2D animation with depth is called 3D animation. Examples include video games such as Halo and Madden Football.
- **Animation:** Sequential play of various inter-related frames is called animation.
- **Anticipation:** Anticipation is created through the preparation of an action.
- **Aspect Ratio:** The width to height ratio of a TV picture is called aspect ratio.
- **Background Painting:** An artwork done in the background of an animation is called background painting.
- **CGI (Computer Generated Imagery):** Creation of Figures, settings, or other material in the frame using computer software is called CGI.

- **Clean-Up:** The process of refining the rough artwork of 2D animation is called Clean-up.
- **Computer Animation:** Any kind of animation created in computer is called computer animation.
- **Frame:** one of a series of still transparent photographs on a strip of film used in making movies or animations.
- **Frame Rate:** The rate of change of frames in an animation is called frame rate. It is measured in frames per second (fps).
- **Graphics Tablet:** This is a device used to draw sketches.
- **Pixel:** The smallest indivisible portion of an image is called pixel.
- **Raster:** Rastering is the projections of various pixels on CRT screen to form an image.
- **Rotoscoping:** Creation and manipulation of background images of an animation is called rotoscoping. This can be done manually as well as using computer software.
- **Title Cards:** Title cards are also called FIR of an animation. Title cards give brief information about the animation.
- **Tween:** The transition of one frame to another in animation is called tween.
- **Vector:** Some of the artwork is created by vectors rather than pixels. This allows cleaner and smoother animation because images are displayed by mathematical equation solutions.
- **CEL:** It is a cellulose sheet used to paint characters. In practice, it is now a day. Plastic sheet in combination with the outline and coloring of a character, object, and/or special effect.

**Exercise-1**

Discuss the role of Media & Entertainment sector in India economy.

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**Exercise-2**

Discuss the employability of various sub-sectors in Media & Entertainment Sector.

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## UNIT 1.2: Search Engine

### Unit Objectives



At the end of this unit, participants will be able to:

1. Explain components of search engine
2. Discuss search engine processing
3. Search the web

### 1.2.1 Introduction

Search Engine refers to a huge database of internet resources such as web pages, newsgroups, programs, images etc. It helps to locate information on World Wide Web.

User can search for any information by passing query in form of keywords or phrase. It then searches for relevant information in its database and return to the user.



Source: [https://www.tutorialspoint.com/internet\\_technologies/search\\_engines.htm](https://www.tutorialspoint.com/internet_technologies/search_engines.htm)

## 1.2.2 Search Engine Components

Generally there are three basic components of a search engine as listed below:

1. Web Crawler
2. Database
3. Search Interfaces

### **Web crawler**

It is also known as spider or bots. It is a software component that traverses the web to gather information.

### **Database**

All the information on the web is stored in database. It consists of huge web resources.

### **Search Interfaces**

This component is an interface between user and the database. It helps the user to search through the database.

## 1.2.3 Search Engine Working

Web crawler, database and the search interface are the major component of a search engine that actually makes search engine to work. Search engines make use of Boolean expression AND, OR, NOT to restrict and widen the results of a search. Following are the steps that are performed by the search engine:

- The search engine looks for the keyword in the index for predefined database instead of going directly to the web to search for the keyword.
- It then uses software to search for the information in the database. This software component is known as web crawler.
- Once web crawler finds the pages, the search engine then shows the relevant web pages as a result. These retrieved web pages generally include title of page, size of text portion, first several sentences etc.

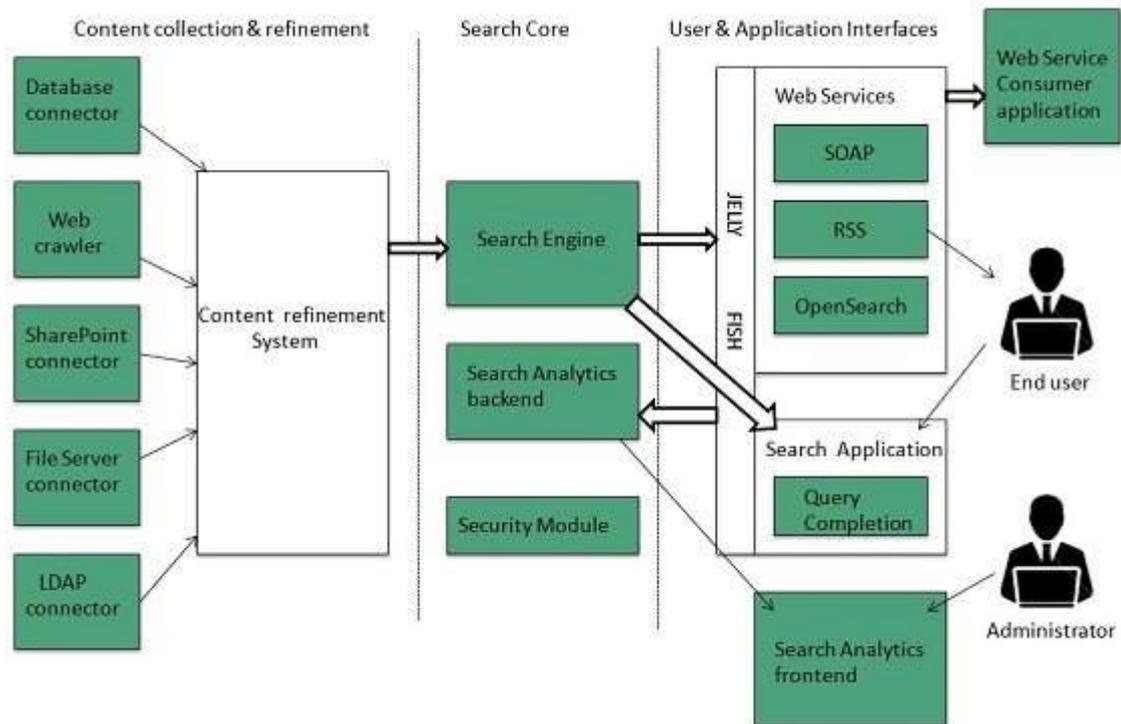
These search criteria may vary from one search engine to the other. The retrieved information is ranked according to various factors such as frequency of keywords, relevancy of information, links etc.

- User can click on any of the search results to open it.

### **Architecture**

The search engine architecture comprises of the three basic layers listed below:

- Content collection and refinement.
- Search core
- User and application interfaces



Source: [https://www.tutorialspoint.com/internet\\_technologies/search\\_engines.htm](https://www.tutorialspoint.com/internet_technologies/search_engines.htm)

## 1.2.4 Search Engine Processing

### Indexing Process

Indexing process comprises of the following three tasks:

- Text acquisition
- Text transformation
- Index creation

### Text acquisition

It identifies and stores documents for indexing.

### Text Transformation

It transforms document into index terms or features.

### Index Creation

It takes index terms created by text transformations and create data structures to support fast searching.

### Query Process

Query process comprises of the following three tasks:

- User interaction

- Ranking
- Evaluation

### User interaction

It supports creation and refinement of user query and displays the results.

### Ranking

It uses query and indexes to create ranked list of documents.

### Evaluation

It monitors and measures the effectiveness and efficiency. It is done offline.

### Examples

Following are the several search engines available today:

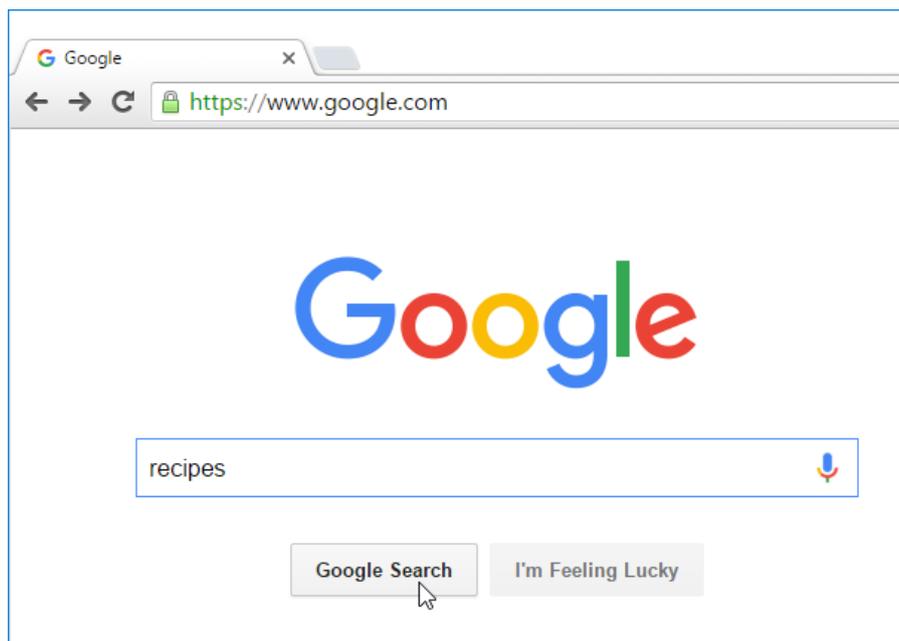
Search Engine	Description
Google	It was originally called BackRub. It is the most popular search engine globally.
Bing	It was launched in 2009 by Microsoft. It is the latest web-based search engine that also delivers Yahoo's results.
Ask	It was launched in 1996 and was originally known as Ask Jeeves. It includes support for match, dictionary, and conversation question.
AltaVista	It was launched by Digital Equipment Corporation in 1995. Since 2003, it is powered by Yahoo technology.
AOL.Search	It is powered by Google.
LYCOS	It is top 5 internet portal and 13th largest online property according to Media Matrix.
Alexa	It is subsidiary of Amazon and used for providing website traffic information.

## 1.2.5 Using Search Engines

With billions of websites online today, there is a lot of information on the Internet. Search engines make this information easier to find. Let's look at the basics of using a search engine, as well as some techniques you can use to get better search results.

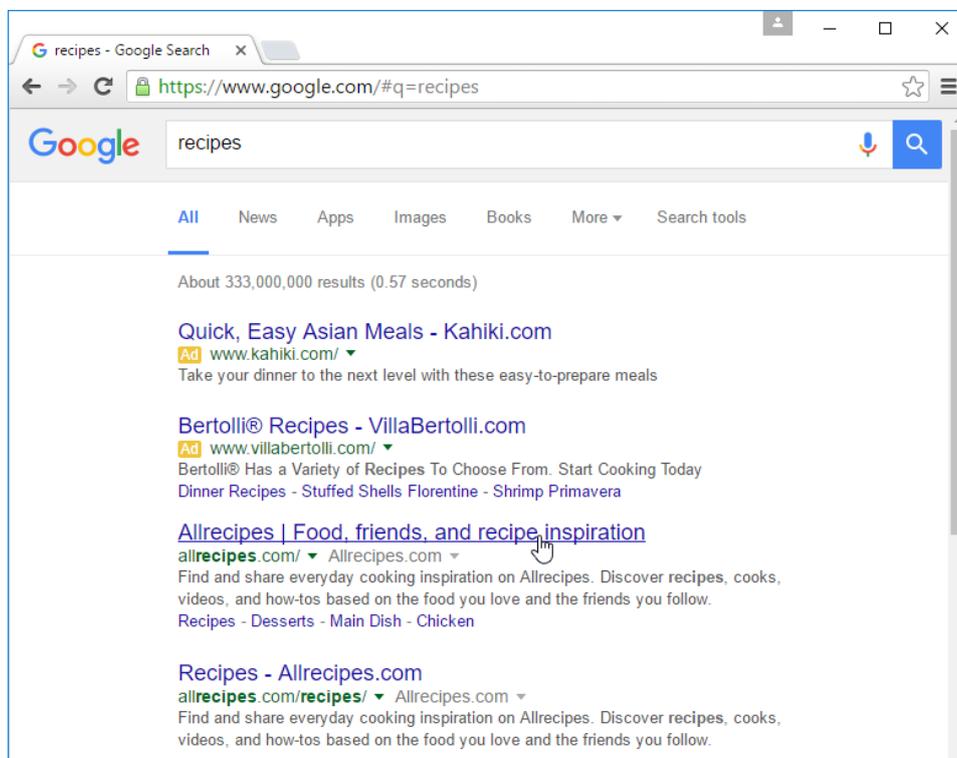
### How to search the Web

There are many different search engines you can use, but some of the most popular include Google, Yahoo!, and Bing. To perform a search, you'll need to navigate to a search engine in your web browser, type one or more keywords—also known as search terms—then press Enter on your keyboard. In this example, we'll search for recipes.



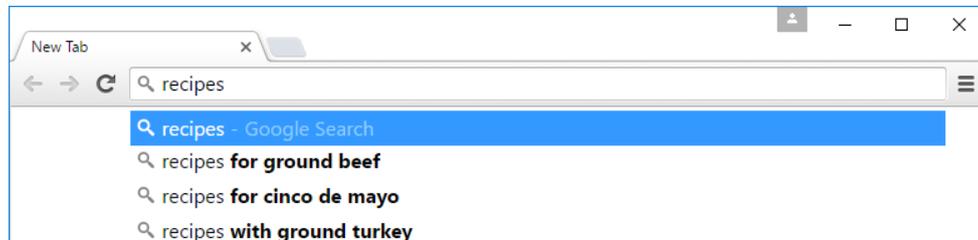
Source: <https://edu.gcfglobal.org/en/internetbasics/understanding-urls/1/>

After you run a search, you'll see a list of relevant websites that match your search terms. These are commonly known as search results. If you see a site that looks interesting, you can click a link to open it. If the site doesn't have what you need, you can simply return to the results page to look for more options.



Source: <https://edu.gcfglobal.org/en/internetbasics/understanding-urls/1/>

Most browsers also allow you to perform a web search directly from your address bar, although some have a separate search bar next to the address bar. Simply type your search terms and press Enter to run the search.

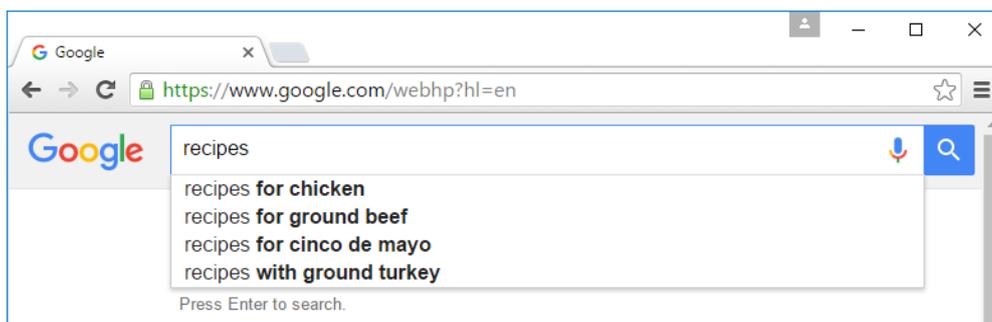


Source: <https://edu.gcfglobal.org/en/internetbasics/understanding-urls/1/>

### Search suggestions

If you don't find what you're looking for on the first try, don't worry! Search engines are good at finding things online, but they're not perfect. You'll often need to try different search terms to find what you're looking for.

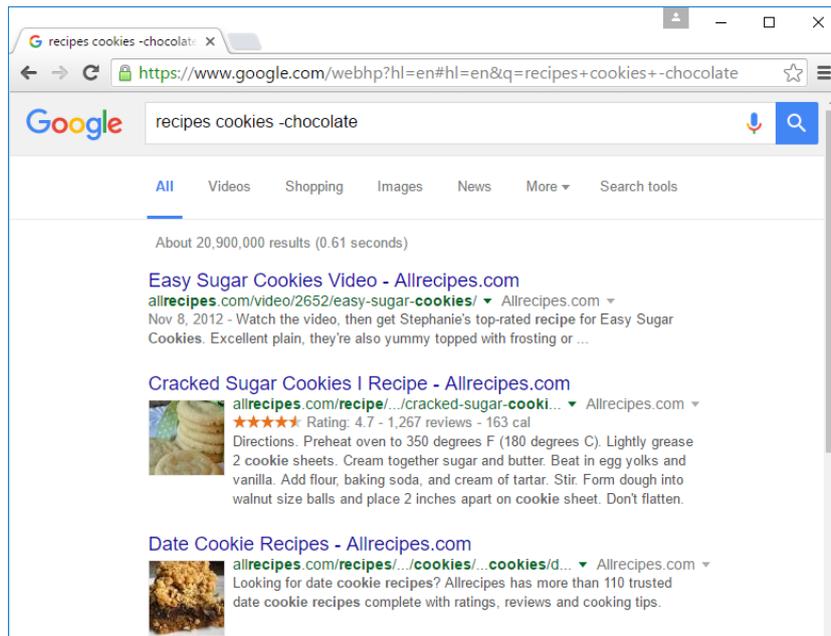
If you're having trouble thinking of new search terms, you can use search suggestions instead. These will usually appear as you're typing, and they're a great way to find new keywords you might not have tried otherwise. To use a search suggestion, you can click it with your mouse, or select it with the arrow keys on your keyboard.



Source: <https://edu.gcfglobal.org/en/internetbasics/understanding-urls/1/>

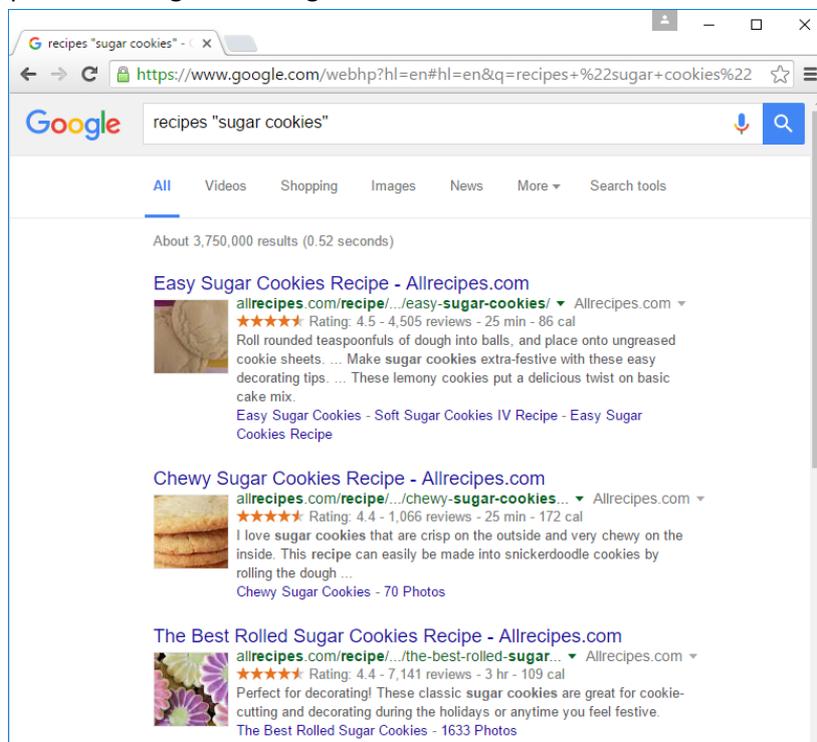
### Refining your search

If you're still having trouble finding exactly what you need, you can use some special characters to help refine your search. For example, if you want to exclude a word from a search, you can type a hyphen (-) at the beginning of a word. So if you wanted to find cookie recipes that don't include chocolate, you could search for recipes cookies -chocolate.



Source: <https://edu.gcfglobal.org/en/internetbasics/understanding-urls/1/>

You can also search for exact words or phrases to narrow down your results even more. All you need to do is place quotation marks ( " ") around the desired search terms. For example, if you search for recipes "sugar cookies", your search results will only include recipes for sugar cookies, instead of any cookies that happen to use sugar as an ingredient.

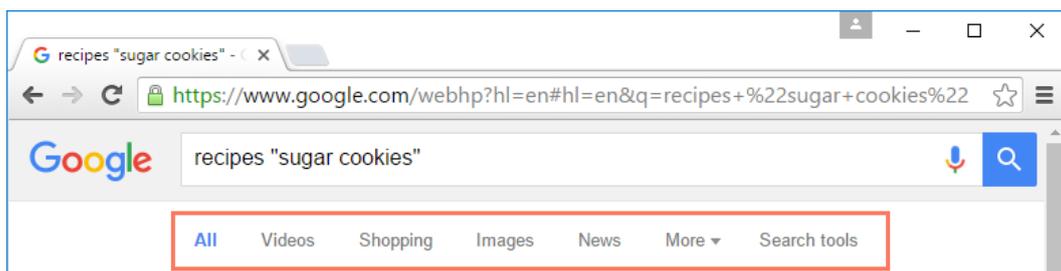


Source: <https://edu.gcfglobal.org/en/internetbasics/understanding-urls/1/>

These techniques may come in handy in certain cases, but you probably won't need to use them with most searches. Search engines can usually figure out what you're looking for without these extra characters. We recommend trying a few different search suggestions before using this method.

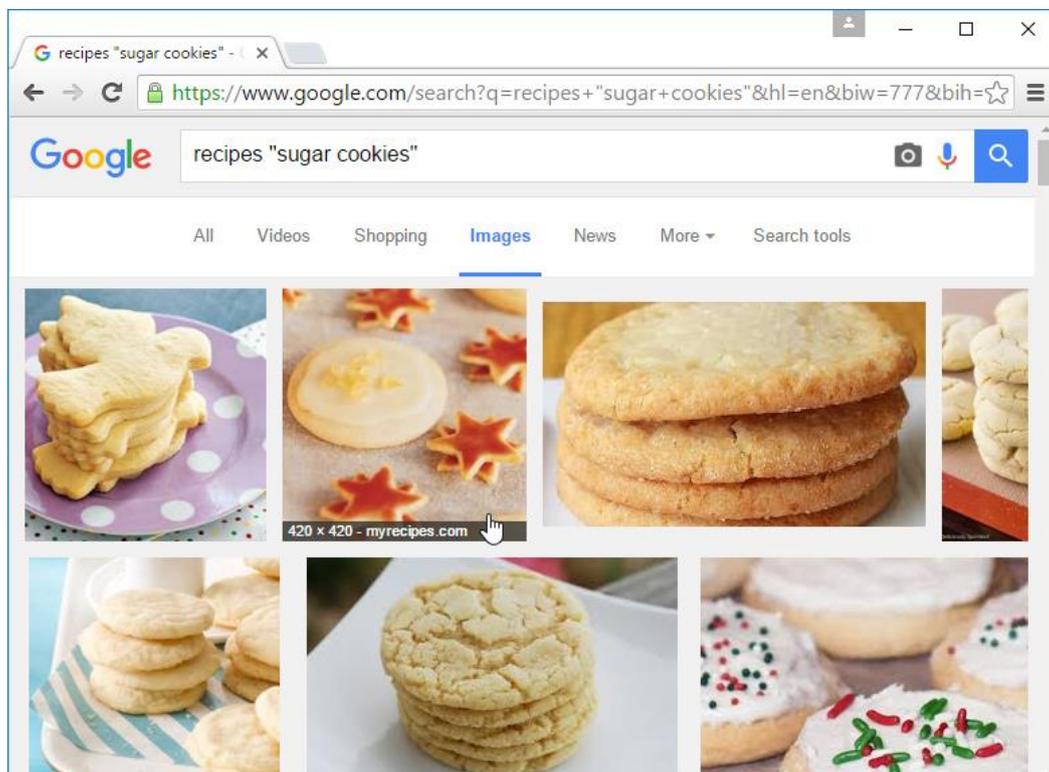
### Content-specific searches

There may be times when you're looking for something more specific, like a news article, picture, or video. Most search engines have links at the top of the page that allow you to perform these unique searches.



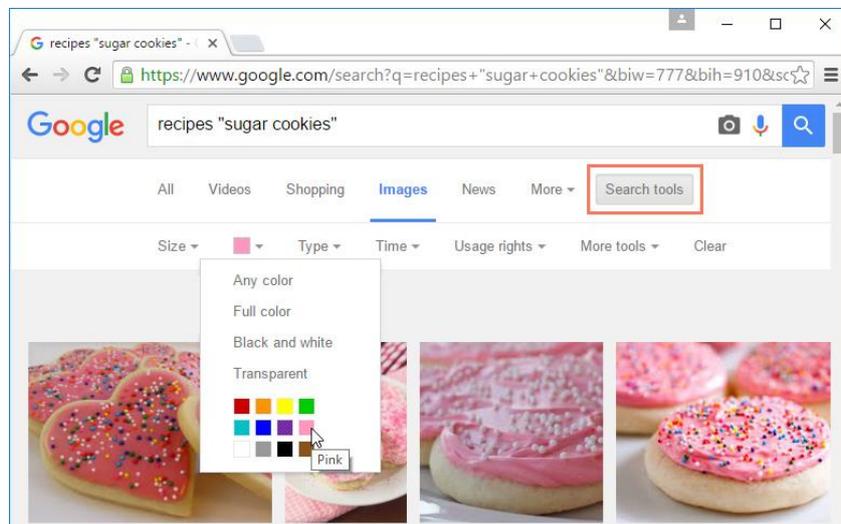
Source: <https://edu.gcfglobal.org/en/internetbasics/understanding-urls/1/>

In the example below, we've used the same search terms to look for images instead of websites. If you see an image you like, you can click to visit the website it originally came from.



Source: <https://edu.gcfglobal.org/en/internetbasics/understanding-urls/1/>

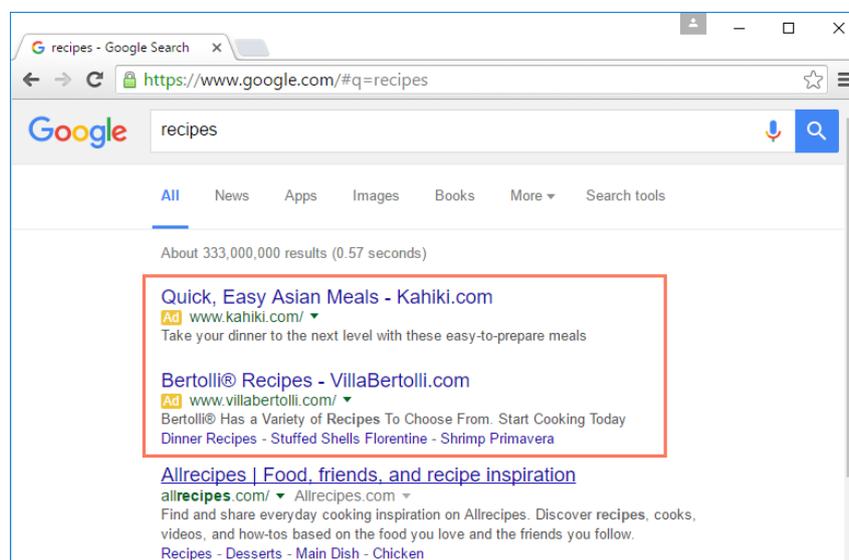
You can use the extra search tools to narrow down your results even more. These tools will change based on the type of content you're looking for, but in this example we can filter our images by size, color, image type, and more. So if you wanted to find cookies with pink frosting, you could search for images that are mostly pink.



Source: <https://edu.gcfglobal.org/en/internetbasics/understanding-urls/1/>

### Advertisements

One final thing to note: Most search engines include advertisements with search results. For example, you can see advertisements at the top of the search results below.



Source: <https://edu.gcfglobal.org/en/internetbasics/understanding-urls/1/>

These ads are based on your search terms, and they often look similar to other search results. While they may be useful in some cases, it's usually more helpful to focus on the actual search results.

## UNIT 1.3: Keywords in Search Engine Algorithm

### Unit Objectives



At the end of this unit, participants will be able to:

1. Explain the working of search engine
2. Discuss the concept of keywords in search engine algorithm

### 1.3.1 Introduction

Utilizing their own web crawlers, search engines scour hundreds of billions of pages. Search engine bots or spiders are frequent names for these web crawlers. By downloading online pages and using links on those pages to find newly available pages, search engines browse the internet.

#### The Search Engine Index

WebPages that have been discovered by the search engine are added into a data structure called an index.

The index includes all the discovered URLs along with a number of relevant key signals about the contents of each URL such as:

- The keyword discovered within the page's content – what topics does the page cover?
- The type of content that is being crawled (using micro data called Schema) – what is included on the page?
- The freshness of the page – how recently was it updated?
- The previous user engagement of the page and/or domain – how do people interact with the page?

#### 1.3.2 Aim of a Search Engine Algorithm

The objective of the search engine algorithm is to provide a relevant group of excellent search results that will swiftly answer the user's query or question. The user then chooses an item from the list of search results, and this decision, together with any further actions, contributes to learning that may later have an impact on search engine rankings.

#### What happens when a search is performed?

When a user enters a search query into a search engine, all of the sites that are considered relevant are pulled from the index and ranked in a set of results using a hierarchical algorithm. Each search engine uses a different set of algorithms to determine which results are the most pertinent. For instance, a page that performs well for a search query on Google might not do well on Bing.

Search engines use other pertinent information in addition to the search query to produce results, such as:

- Location – Some search queries are location-dependent e.g. ‘cafes near me’ or ‘movie times’.
- Language detected – Search engines will return results in the language of the user, if it can be detected.
- Previous search history – Search engines will return different results for a query dependent on what user has previously searched for.
- Device – A different set of results may be returned based on the device from which the query was made.

## UNIT 1.4: Various Terminologies Associated with Search Engine Marketing

### Unit Objectives



At the end of this unit, participants will be able to:

1. Explain different terms related to search engine marketing

### 1.4.1 Introduction

Here is a list of many terms related to search engine marketing

**AB Testing** (randomized controlled experiments, online controlled experiments, and split testing)– The use of two nearly identical advertisements or web pages with only one controlled difference giving the ability to decipher which version works best.

**Ad Spend** (online advertising spend)- The money actually spent in online advertising and covers ads served in the search results for Google as well as text or image advertisements on other websites.

**AdSense**– Google’s platform for implementing and managing display ads on your own website. These are ads that show on the Google Display Network and consist of text, image and video ads served by keywords.

**Adwords** (PPC/Pay-Per-Click)- Google’s main platform for advertising campaign creation and management. Ads can show on Google.com and specific sites across the Display Network based on your selected targeting. These ads include text, banner and media ads.

**Algorithm**– A collection of computer processes and functions designed to perform based on a specific range of elements. The algorithm uses these elements as clues in order to provide the “answers”. As it relates to a Google search, there are hundreds of elements the search engine algorithm calculates in order to make its decisions regarding results.

**Alt Tag** (alt attribute)- Information connected to an image on a web page that will communicate information relevant to the message intended by the image in the event a visitor is unable to view the image due to handicap or through having image viewing turned off in their browser.

**Anchor Text** (link label, link text, or link title)- The clickable text of a hyperlink, historically of great significance in the determination of ranking of a page by search engines, however, most recently allegedly downgraded in importance by Google.

**Backlink** (incoming links, inbound links, inlinks, and inward links)- Link received by one website or web page to another. Before the age of search engines, this was the primary means of internet navigation, however, has evolved largely into a means of indicating website popularity or importance and is sought after as an SEO tactic.

**Black Hat SEO** (spamdexing, search engine spam, web spam, and search spam)- The deliberate approach to website development with the express purpose of manipulation of search engine rankings by “gaming” the algorithm of the search engine. This is risky for a webmaster to do and puts the website in a position to be penalized by the search engines.

**Blog** (web log)- Digital community of discussions or other informational pages on websites serving as commentaries, personal diaries and brand advertising through what are usually informal “posts” listed in reverse chronological order.

**Blogger**– A person who writes a blog; the blog hosting service offered by Google (blogger.com).

**Call to Action (CTA)**– Text, graphic, banner, or button for the purpose of prompting a website visitor to click it and continue down a conversion funnel path, converting into a lead and eventually a customer.

**Click-through** – the process of clicking through an online advertisement to the advertiser’s destination.

**Click-Through-Rate (CTR)**- How many clicks a web page received divided by the number of impressions equals the CTR. A higher CTR is desirable.

**Contextual advertising** – a method of serving advertisements based on the content (i.e., overall context or theme) of a web page.

**Conversion rate** – the percentage of visitors who take a desired action.

**Cost-per-action (CPA)** – online advertising payment model in which payment is based solely on qualifying actions such as sales or registrations.

**Cost-per-click (CPC)** – the cost or cost-equivalent paid per click-through.

**Customer acquisition cost** – the cost associated with acquiring a new customer.

**Conversion Funnel**- Describes the journey a customer takes as they navigate a website until taking the desired action in order to complete a prescribed goal.

Conversion Optimization (CRO, and conversion rate optimization)- The improvement of user experience on a website as well as strategic placement of specific components such as Calls to Action in order to increase the number of goal completions by visitors.

CSS (cascading style sheets)- Markup language used to control the layout, color, and scheme of a website page allowing for specific predictable displays across various pages as well as rendering methods such as screen size.

Domain Name– Memorable names given to a resource such as a computer, network or service; most commonly known as a website address such as [www.example.com](http://www.example.com).

Duplicate Content– Pages or parts of pages on the internet displaying identical or nearly the same content across one or more pages which can invoke penalization from search engines like Google.

E-Commerce (E-Com)– Short for electronic commerce, e-commerce is one of the fastest growing and most significant segments of the internet; is essentially a business transaction that takes place through the use of the internet. This allows businesses to transfer information from consumers to businesses online, enabling the exchange of goods, services, music and information from anywhere in the world and without the traditional requirement of a brick-and-mortar storefront.

E-blast (email blast)– email marketing campaigns created then distributed to a targeted list of consumers or businesses.

Exact Match Anchor Text- An incoming link to a website that is made up of an exact keyword phrase. In the past, this tactic was a sure way to improve search engine rankings, however, changes to the way search engines score pages have turned this once effective technique into a great way to be penalized!

Exact Match Domain- Similar to an exact match anchor text, this is when the website URL address is the exact keyword phrase. For example, if a website was targeting rankings for the search term “party balloons”, the exact match domain would be [www.partyballoons.com](http://www.partyballoons.com). A once effective ranking booster, this has become extremely less so due to search engine algorithm changes.

Fan Page – Referring to a Facebook Fan Page, this is a webpage on Facebook which is set up to attract specific audiences and create a closer relationship between the fans and either a business, personality, organization or entity in order to promote products, services, and/or interactions.

Flash-One of Adobe’s flagship products; a multimedia software platform often used to stream videos and interactive web content online. It has been declining in use because of the fact that iPhone and iPads are not compatible. Additionally, flash components are typically less able to be SEO optimized, have a slower load time, and have a tendency to crash.

**Footer**– Refers to the bottom section of a website page; is usually a place for technical information and some navigation. Has been abused in the past by SEOs looking to improve rank by stuffing keywords and exact match anchor text links, however algorithm updates have caused this practice to do more harm than good.

**Funnel** (purchase funnel, conversion funnel, customer funnel, marketing funnel, sales funnel)- Marketing model symbolizing the customer journey toward the completion of the expected action and is summarized by: Awareness, Interest, Desire and Action.

**Google Plus**– A social network site created by Google that allows for easy sharing of video, chat and pictures as well as typical message posting features. Specific information can be shared with the use of customized circles of people that you can create, thereby allowing more control over who sees your information.

**H1**– HTML markup designation for the most important heading on a website page and an important factor in optimizing for search engines.

**Heatmap**– An analytical report that makes it easier to view what visitors are doing on your site, how long they stay on a page and how they navigate through your website by visualizing their path, tendencies of their mouse like where they hover most and how they move across the space of the page. This is a useful tool to identify opportunities to improve visual cues and navigation based on visitor behavior.

**HTML**– Computer language creating elements and displaying information on a webpage.

**Inbound Marketing**– Describes the methodology of attracting leads and sales through the development of website content that resonates with the customer’s interests

**Internet Marketing** (online marketing, internet advertising)– The use of online tools such as web pages, email, social media, search engines, mobile devices, and display advertising to promote objectives.

**Interlinking**– the practice of linking one page to another page within the same website for relevant navigation by the visitor as well as search engine optimization.

**Keyword**– A word or phrase of significance which helps visitors arrive at information they are seeking and the basis of SEO and PPC campaigns.

**Keyword marketing** – putting your message in front of people who are searching using particular keywords and key phrases.

**Keyword research** – the search for keywords related to your Web site, and the analysis of which ones yield the highest return on investment (ROI).

**Keyword Stuffing**– The outdated SEO technique of incorporating targeted keywords within online content in an excessive, repetitive manner in order to manipulate search engine results. It is considered unethical and is grounds for search engine penalties and/or removal from the index.

**Knowledge Graph**- Google has implemented this tool to provide structured and detailed information as well as lists of links in order to provide answers to semantic searches so that the user does not have to navigate to website to acquire the information themselves.

**Like (Facebook Like)**- A vote of approval attributed to a specific post or to a website page by a Facebook user and is a social signal which is a scoring factor for the search engine ranking of a website.

**Link (hyperlink)**- A way to connect to a specific website URL; is usually text but can be a banner or an image.

**Link Building**– The practice of increasing the number of and quality of links pointing to a particular website page in order to improve its search engine rankings; an area under increasing scrutiny by search engines.

**Link Farm(link scheme)**– A group of websites that link to every other group in the site; usually done with the purpose of manipulating page rank by increasing the number of inbound links; listed as a violation of Google’s webmaster policy by being a link scheme.

**Load Time**– The time that it takes a webpage to load and be viewed.

**Macro Conversion**– This is when a visitor completes a major goal such as completing a product purchase.

**Meta Tags**- Meta tags are HTML codes inserted into the header section of a web page, after the title tag and do not affect how the page is displayed. They provide information about specifics of the page such as: who created the page, how often it is updated, what the page is about, etc. Search engines like Google will often use this information to score the page and in building their indices.

**Micro Conversion**– This is when a visitor completes a step which may lead to a Macro Conversion such as subscribes to a newsletter, or submits a contact form.

**Micro data (Micro formats, RDFa, and Data Highlighter)**– The labeling specification used in describing particular types of information such as person information, events, or reviews. For example, an event would specify the properties: category, name, venue, and starting time.

**Multivariate Testing**- Similar to AB Testing, however, in this type of testing more than one version is being tested at the same time.

**No Follow-** Computer programming code, hidden text, that tells search engines not to follow a link on a specific page and therefore not pass page authority or anchor text to the destination. Common reasons to use this code is to prohibit the crawling of pages on your website that you do not want counted such as login pages. Additionally, it is Google's preferred method to also "no follow" any paid links. Failing to do so could bring a penalty to your website. An additional reason to use a no follow link would be to disassociate your website from other websites that you might not trust 100%, otherwise, there could be a backlash due to the linked site causing offense to search engines through Black Hat SEO.

**Online Profile-** The way that you are viewed on the internet and portrayed by social media websites, directories, review sites, etc.; the online representation of individuals, groups, or companies.

**Panda Update-** The search engine algorithm content quality filter released by Google in February 2011 that removes poor quality content from Google's search results.

**Penguin Update-** Google search engine algorithm update targeting spammy website practices. Read more about the Penguin Update in this blog post by Philly Marketing Labs.

**Personas-** A set of fictional, representative user archetypes that are created to represent a cluster of buyers with behavioral patterns to help marketers develop marketing and ad campaigns tailored to the needs of their target audience. Read more on Personas

**PPC or Pay-Per-Click-** Internet advertising intended to drive traffic to your website. You bid based on how much you are willing to pay per click and you will be charged only when an individual clicks on your ad.

**PPC Audit-** The analysis of a paid advertising account to reveal opportunities and areas where components are either incorrect or needing improvement. Learn more about PPC Audits here.

**Press Release-**A written statement or message to the media intended to reach a broad range of audiences with the intent to create excitement, drive website traffic and increase social media conversations.

**Pretty Urls-** Web addresses that are simple, easy to read and remember. For example, a URL with words relevant to the information on the page instead of numbered identification would be more likely to be understood quickly by a visitor as well as a search engine.

**Query-** The line of questioning which an internet user presents to a search engine in order to find the information sought.

**Reputation management –**The management of the current state of you or your organization's brand and how it is being perceived online based on public reviews, comments, web pages, images, etc.

Counter actions involved in reputation management are often in response to the unscrupulous and unmerited attacks by competitors.

Return on investment (ROI) – the ratio of profits (or losses) to the amount invested.

Robots.txt– The /robots.txt file provides instructions about the website to web crawling robots; this is called The Robots Exclusion Protocol.

Rss Feed (Really Simple Syndication)- A family of web feed formats used to publish frequently updated content such as: blog posts, news stories, audio, and video—in a standardized format. Many websites offer RSS Feed subscriptions so that when new content is published, you automatically receive a summary or the full article.

Search Engine- A software system that helps internet users find information in stored databases based on the users' query. Search engines deliver images, web pages, maps, videos, people profiles, retail products, and more recently, instant answers to common questions such as what time the sun sets today. Google's knowledge graph will return instant answers to the single word search of "sundown" and other similar queries.

Search Engine Marketing (SEM)– Internet marketing through improved visibility in search engines via both paid and unpaid efforts.

Search Engine Optimization (SEO)– The modification of various web properties in order to improve non-paid visibility in search engines. Learn how to increase your organic traffic with SEO

Search Engine Ranking- A website's position in search engine results pages (SERP).

SEO Audit- A thorough review and report of a website's overall SEO status including: site architecture, keyword usage, page speed, etc.

SERP–Search Engine Results Page, a listing of results from a search engine in response to a specified keyword query.

Server- A host for computer systems that stores information and allows for a network of computers to communicate and share information.

Search retargeting – the use of a site visitor's search history as a basis for the ads that the visitor will see.

Self-serve advertising – advertising that can be purchased without the assistance of a sales representative.

Social Media– Virtual private communities and networks allowing users to create and share information and ideas.

Spam- The deliberate misleading of search engines through manipulations contrary to the purposes of their indexing systems. Refers to practices such as: keyword stuffing, invisible text, article spinning, link farms, mirror websites and more.

Tweet- A one to two sentence posting, or a sentence fragment, on the social media website Twitter. Read some of PML's latest Tweets [here](#).

User Experience (UX)- A visitor's perceptions of website aspects such as utility, ease of use and efficiency.

Web Crawler (web spider, ant, automatic indexer)- an automated computer robot that systematically browses the internet, typically for the purpose of building its web index.

Webmaster Tools (WMT, toolbox)- Data, tools, and diagnostics providing detailed reports about website page's visibility online; offered free by Google and Bing.





## 2. Research and Identify Target Keywords



- Unit 2.1 – Keywords for Search Engine
- Unit 2.2 - Keyword Search Volume
- Unit 2.3 - Keyword Optimization
- Unit 2.4 - Competitor Keyword Bidding
- Unit 2.5 - Search Engine Marketing and Its Working



## Key Learning Outcomes



At the end of this module, participants will be able to:

1. Use various available tools to perform keyword research
2. Identify the search queries that prospective customers may use to find the products / services offered by the organization
3. Evaluate the relevance and importance of keywords by their competition level, monthly average search volume and bids by the competitors
4. Use the quantitative data provided by keyword research tools including the key statistics like search volume, bid amount and competition to identify the target keywords
5. Recognize the keywords that are more likely to generate new leads

## UNIT 2.1: Keywords for Search Engine

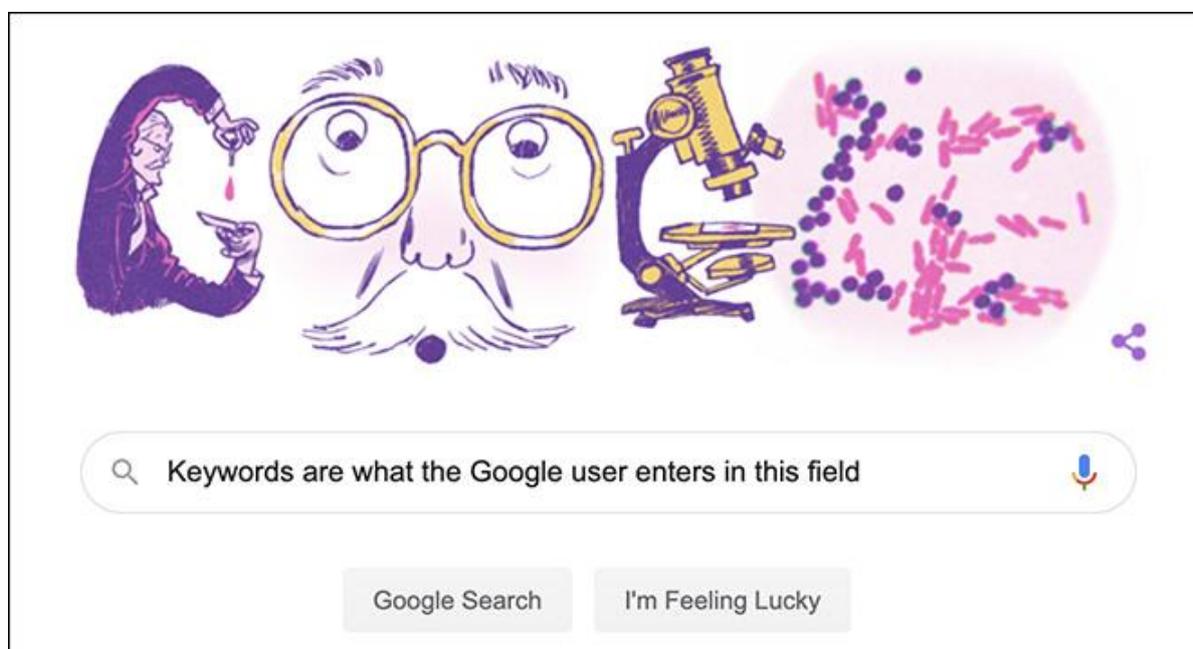
### Unit Objectives

At the end of this unit, participants will be able to:

1. Define Keyword
2. Describe different types of keywords
3. Analyzing competition for search engine keywords
4. Prepare list of popular keyword search for media, advertising and social media
5. Explain how to prioritize search engine keywords with data
6. Describe the importance of targeting keywords with high intent

### 2.1.1 What are SEO keywords?

The words that define your content, or what it is about, are called SEO keywords. They are the search terms that people enter into search engines to find your website. When it comes to Search Engine Optimization, keywords are crucial for a website. A website that has been optimized for relevant keywords knows precisely what kind of keyword brought its visitors to your page. It wouldn't be inaccurate to argue that the keyword is the primary reason that your website's link appears on the SERP of a search engine. As a result, you should be aware of how visitors search for the goods and services that your website provides. To increase web traffic and work toward achieving a better SEO, it is strongly advised to include some keywords related to the content.



Source: <https://topcontent.com/blog/the-keyword-guide-for-seo-beginners/>

## Different Types of Keywords

There are 8 types of SEO keywords:

- Branded Keyword
- Unbranded Keyword
- Seed Words
- Page Specific Keyword
- Primary Keyword
- Secondary Keyword
- Head Terms
- Long-Tail Keyword

**Branded Keyword:** This includes the name of a specific brand in the query. It can be the name of an ongoing campaign, taglines, etc.

Example: JW Marriott Indian food

JW Marriott restaurants near me

Here, JW Marriott is a brand name, therefore, it is a branded keyword.

**Unbranded Keyword:** These are the general keywords without any brand name attached to it. It is mostly used when the user is not sure about which website he/she should click.

Example: Indian food

Indian food near me, etc

**Seed Words:** These are the words that are used as the initials that indicate your business. These are the very first keywords that you chose while selecting your keywords.

**Page Specific Keyword:** These are used to reach out a specific section on your website. These are applicable to a single web page.

**Primary Keyword:** These are the main set of keywords that you select on a high priority basis to attract maximum web traffic towards your website.

**Secondary Keyword:** These are the supporting keywords that you use as per the query from the visitors.

**Head Terms:** These are very few keywords with high search volume and demand.

**Long-Tail Keyword:** These are user specific keywords with comparatively low search demand. Example: if you google the word “fan” (a broad keyword) what are the chances that you will end up with what you are exactly looking for? But if you want what you are exactly searching (that is cost, color, brand etc) you will type “low-cost white colored Bajaj fan” and here, Low-cost white colored Bajaj fan becomes your long tail keyword.

## 2.1.2 How do we find Keywords?

Search engine optimization (SEO) is ultimately about satisfying the demands of human users. Search engines may be structured by algorithms, and bots may crawl websites to decide SERPs results. The intent, also known as keyword intent or search intent, is a crucial factor to take into account while choosing efficient keywords. When someone enters a certain phrase into a search engine, what are they hoping to find? Ranking highly in the SERPs depends on satisfying user intent. Imagine you run a website that lists the top eateries in Delhi. You should add geographically specific SEO keywords that target people in this area. For instance, customers searching for restaurants in Delhi will get their results, while people searching for restaurants outside of Delhi won't.

So, how do you find the right target keywords? It's not a guessing game. As with most things in SEO, there are data-driven tools available to guide the process. Here are some of the best keyword research tools that can help you find search terms:

- Semrush Keyword Magic Tool
- Google Trends
- Google Keyword Planner
- Google Search Console
- Keyword Sheeter
- Semrush Topic Research Tool

## 2.1.3 How to locate the best search terms?

A crucial element in any search marketing strategy is choosing your top keywords for search engines. You must have a thorough understanding of your keywords if you want search engines to find your website—and, more crucially, if you want people who are looking for services similar to yours via search engines to find it. Keyword research is the process of discovering the terms and phrases that your potential clients are typing into search engines like Google and Bing. There is a chance here that most websites overlook: Correctly conducting your first keyword research for search engines will provide you a significant advantage moving forward in terms of search engine optimization, pay-per-click advertising, and all other search-related operations.

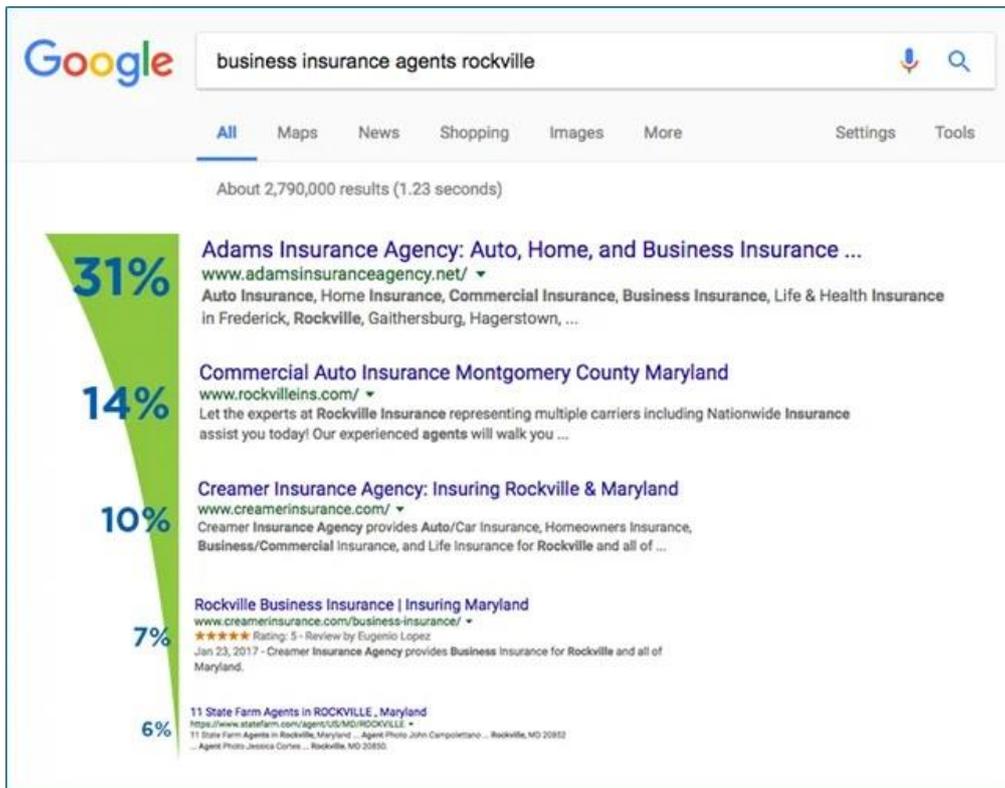
What then is the proper procedure for identifying the search engine keywords that will provide your website an advantage over the competition? Surprisingly, it's easy.

Search engine marketing keywords ought to be: Competitive, High-Intent, Data-Driven

Treat your search engine keywords like a valuable, private marketing asset. Let's look at how the correct tools can assist you in locating the best search terms. Let's first clarify the meaning of each of these three keyword attributes.

### 1. Analyzing competition for search engine keywords

Despite the fact that new websites are made every day, Google's front page still only has ten links (give or take)! Thus, there will be fierce rivalry for the top positions.



Source: <https://www.wordstream.com/search-engine-keywords>

Because of this, it's crucial to take competitiveness levels into account while researching search engine terms. Use a keyword tool, such as WordStream's Free Keyword Tool, that offers competitive statistics.

What then is the ideal degree of competition? If your company is small or your website is new, seek for keywords with less competition. These are the search terms for which you'll most likely rank, allowing you to start generating visitors right away. The harder a keyword is to rank for on page 1, the more likely it is that you will need to bid on it using paid search ads to secure a solid position.

But don't be afraid to target those high-volume popular keywords if your site has a lot of authority and links. You can earn tons of traffic if you do get your content on page 1 of the SERP!

#### Popular Keywords – Media

#	Keyword	Frequency
1	video	20400000
2	medico	201000
3	itmedia	110000
4	medium definition	60500
5	media go	60500
6	media one	33100
7	mediam	22200
8	on the media	22200
9	what is media	22200
10	medical news	14800

11	media pa	12100
12	media buying	9900
13	define media	9900
14	media net	9900
15	media news	8100
16	media wiki	8100
17	the media	6600
18	media meaning	6600
19	news media	6600
20	mediasite	5400
21	definition of media	5400
22	www media markt	5400
23	media watchdog	3600
24	www media	2400
25	web media	1900
26	meaning of media	1900
27	media pennsylvania	1900
28	what is the media	1900
29	what does media mean	1600
30	media def	1600
31	who is madea	1600
32	define mafia	1600
33	definition media	1000
34	media media	1000
35	media information	1000
36	media websites	880
37	mediass	880
38	midia ne	880
39	media ads	720
40	in the media	720
41	defination of media	590
42	different media	590
43	media page	480
44	the media definition	480
45	plural form of medium	480
46	mediao	390
47	midia tv	390
48	news and media	390
49	media dictionary	390
50	post news media	390
51	what is the meaning of media	320
52	tp media	320
53	what is the definition of media	320
54	media definition english	260
55	wikipedia media	260

56	whats media	210
57	http media	210
58	section media	210
59	bymedia	210
60	media is or media are	210
61	media meaning in english	210
62	medium plural form	210
63	media net ads	170
64	the definition of media	170
65	define the media	170
66	media definition wikipedia	170
67	various media	170
68	singular form of media	170
69	media watchdog groups	140
70	what is meant by media	140
71	definition of the media	140
72	the meaning of media	140
73	what does media mean in english	140
74	www mediam	140
75	media and advertisement	110
76	media new	110
77	news about media	110
78	definition for media	110
79	visit media	110
80	media medium definition	110
81	what is the plural form of medium	110
82	news on media	90
83	what is media definition	90
84	what does the word media mean	90
85	s and o media	90
86	meaning media	90
87	media mea	90
88	media source definition	90
89	television media definition	90
90	media singular form	90
91	what is media wiki	90
92	wikipedia medien	90
93	media company website	70
94	media section	70
95	media news today	70
96	site medis	70
97	latest media news	70
98	www mediat	70
99	meaning of the word media	70
100	medianews com	70

### Popular Keywords - Advertising

#	Keyword	Frequency
1	ad	3350000
2	billboard	1000000
3	marketing	823000
4	brand	450000
5	adverts	368000
6	graphic design	301000
7	target ad	246000
8	campaign	201000
9	marketing strategy	110000
10	advertisements	74000
11	marketing plan	60500
12	classified ads	60500
13	advertise	49500
14	advertising agency	49500
15	the advertiser	49500
16	free ads	40500
17	facebook advertising	33100
18	direct marketing	33100
19	publicity	33100
20	print ads	22200
21	marketing agency	22200
22	ad age	22200
23	online advertising	18100
24	what is advertising	18100
25	banner ads	14800
26	google advertising	14800
27	marketing companies	14800
28	display advertising	14800
29	tv advertising	14800
30	marketing communication	14800
31	ad network	12100
32	types of advertising	12100
33	free advertising	12100
34	creative agency	12100
35	anad	12100
36	marketing campaign	12100
37	magazine ads	12100
38	target marketing	12100
39	advertising campaign	9900
40	creative advertising	9900
41	ad design	9900
42	mobile advertising	9900
43	digital advertising	9900
44	advertising jobs	9900
45	media buying	9900

46	brand marketing	9900
47	media planning	9900
48	marketing objectives	9900
49	advertising company	8100
50	best ads	8100
51	video advertising	8100
52	ad agency	8100
53	outdoor advertising	8100
54	advertisement ideas	8100
55	strategic marketing	8100
56	advertising techniques	8100
57	integrated marketing	8100
58	media relations	8100
59	subliminal advertising	8100
60	www ad	8100
61	commercial advertisement	6600
62	ppc advertising	6600
63	free advertising sites	6600
64	marketing ideas	6600
65	billboard advertising	6600
66	sales ads	6600
67	a ads	6600
68	internet advertising	5400
69	marketing firm	5400
70	pay per click advertising	5400
71	marketing services	5400
72	real estate ads	5400
73	media agency	5400
74	car advertising	5400
75	ad news	5400
76	adservice	5400
77	advertising websites	4400
78	radio advertising	4400
79	ad online	4400
80	bus advertising	4400
81	brand development	4400
82	advertising slogans	4400
83	newspaper ads	4400
84	web ads	3600
85	business advertising	3600
86	cpm advertising	3600
87	marketing and advertising	3600
88	how to advertise your business	3600
89	brand agency	3600
90	top advertising agencies	3600
91	marketing articles	3600
92	product advertising	3600
93	interactive marketing	3600

94	advertising space	3600
95	advertising sites	2900
96	ad on	2900
97	advertising media	2900
98	best advertisements	2900
99	advertising ideas	2900
100	how to advertise	2900

### Popular Keywords - Social Media

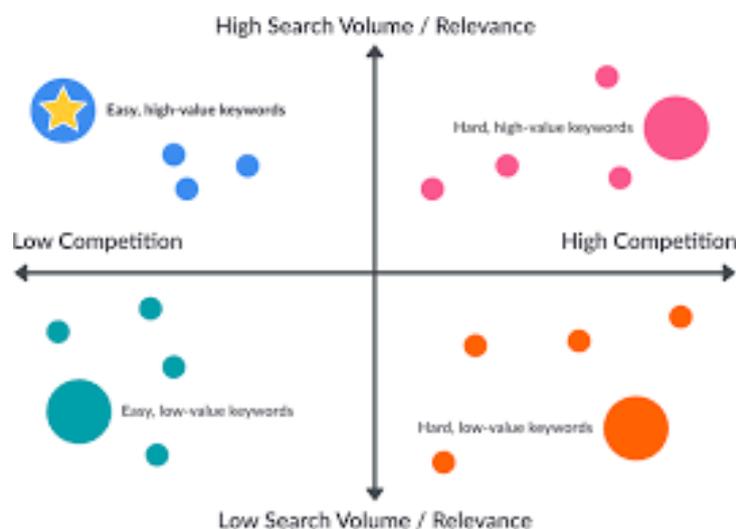
#	Keyword	Frequency
1	sns	550000
2	social network	201000
3	social media apps	135000
4	social media marketing	110000
5	social media sites	40500
6	social networking apps	40500
7	social networking sites	33100
8	social media manager	33100
9	what is social media	33100
10	what is social media	33100
11	social media	27100
12	social marketing	22200
13	social media management	18100
14	social media platforms	14800
15	social media strategy	14800
16	social sites	12100
17	social media jobs	12100
18	all social media	9900
19	social media analytics	9900
20	social network analysis	9900
21	social media news	9900
22	social media campaign	8100
23	social media agency	8100
24	social media marketing strategy	8100
25	socialtools	8100
26	social media statistics	8100
27	social websites	6600
28	top social media sites	6600
29	social media management tools	6600
30	social media monitoring	6600
31	social media marketing companies	6600
32	social media tools	6600
33	social media consultant	6600
34	social media advertising	6600

35	social media policy	6600
36	what is social networking	6600
37	media marketing	5400
38	social advertising	5400
39	social media trends	5400
40	social media marketing courses	5400
41	social media plan	5400
42	social commerce	5400
43	social media websites	4400
44	social media search	4400
45	social media for business	4400
46	social media marketing agency	4400
47	what is social media marketing	4400
48	social media marketing jobs	4400
49	social media specialist	4400
50	new social media	3600
51	social media companies	3600
52	social media networks	3600
53	social media courses	3600
54	social media training	3600
55	social media optimization	3600
56	the social networking	3600
57	open source social network	3600
58	social media strategy template	3600
59	social network sites	2900
60	social networking sites for adults	2900
61	social networking websites	2900
62	social media list	2900
63	social media management company	2900
64	social media services	2900
65	social media marketing services	2900
66	social media marketing plan	2900
67	social media monitoring tools	2900
68	social media expert	2900
69	social media strategist	2900
70	social media report	2900
71	social media blogs	2900
72	social media articles	2900
73	media strategy	2900
74	social net	2900
75	list of social media sites	2400
76	social media sites list	2400
77	list of social media	2400
78	popular social media	2400
79	social platform	2400

80	about social media	2400
81	social media marketing tools	2400
82	social media dashboard	2400
83	social media content	2400
84	social media strategie	2400
85	best social media campaigns	2400
86	article about social media	2400
87	what is social network	2400
88	social media tips	2400
89	social media template	2400
90	top social networking sites	1900
91	most popular social media sites	1900
92	top 10 social media sites	1900
93	top social media	1900
94	best social media	1900
95	all social network	1900
96	most used social media	1900
97	enterprise social network	1900
98	social media listening	1900
99	social media analysis	1900
100	social media tracking	1900

## 2. Prioritizing search engine keywords with data

There is only so much time in the day, so you need a system for prioritising when you're writing fresh content to rank organically or new advertising to promote paid search engine traffic. Always consult the data if you are unsure. First, focus on low-competition, high-volume terms.

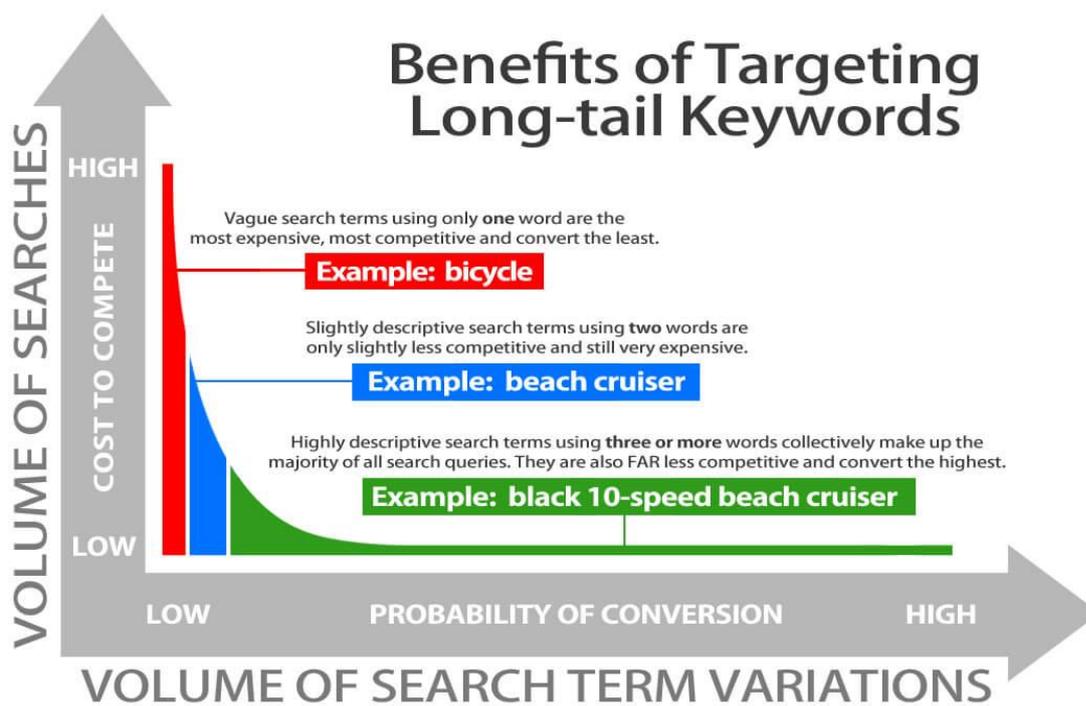


### Considerations when prioritizing your keywords for content mapping

Source: <https://moz.com/keyword-research-guide/prioritizing-keywords>

Also, don't discount the effectiveness of long-tail keywords. Even while they may not generate as much traffic on their own, these lower volume keywords nonetheless generate the majority of traffic for most websites. Better still? Long-tail keywords frequently convey greater intent.

**Long-Tail Keywords:** Long-tail keywords are longer and more specific keyword phrases that visitors are more likely to use when they're closer to a point-of-purchase or when they're using voice search. Most long-tail keywords have lower search volume than short or "head" keywords. They're a little bit counter-intuitive, at first, but they can be hugely valuable if you know how to use them.



Source: <https://codecondo.com/how-long-tail-seo-can-be-used-to-increase-sales/benefits-of-targeting-long-tail-keywords/>

### 3. Targeting keywords with high intent

High-volume keywords are excellent for generating traffic, but most businesses desire more. The conversions they seek. That refers to revenue-producing sales or leads. High intent search terms indicate that the visitors to your website are prepared to make a purchase. They are actively seeking answers to their issues. Whether it's a practical how-to video or a landing page where customers can directly purchase your good or service, it's your responsibility to offer the appropriate response. High-intent keywords often include terms like these:

- buy now
- for sale
- coupon
- help

Pages that rank for these high-intent keywords deserve extra effort on your part. It's your chance to convince a potential new customer to give you a shot.

Scan QR code for topic related video or click on link

SEO For Beginners



<https://youtu.be/Xb-DXstOD2E>

## UNIT 2.2: Keywords Search Volume

### Unit Objectives



At the end of this unit, participants will be able to:

1. Explain keyword search volume
2. Describe usage of Keyword Search Volume
3. Determine search volume for keywords
4. Assess the keywords by their level of competition and monthly average search volume in the search engine networks

### 2.2.1 Introduction

In search engine optimization, keyword search volume is an important metric (SEO). It describes how many times a particular term is looked for in a given period of time. You should take keyword search volume into account while developing a new website, creating a pay-per-click (PPC) marketing campaign for your Google AdWords account, or conducting keyword research to increase organic traffic to your current website in an effort to attract new clients.

#### What Is Keyword Search Volume?

The number of times a specific term is searched for over a specified time period is known as the keyword search volume. To assess how popular—and competitive—a keyword is, expert SEO marketers will look at keyword search volume averages over predetermined time frames.

The technique they use to determine which keywords are most likely to generate interest and drive traffic is then guided by this information. 93 percent of internet excursions, according to studies, start with a search engine. Who's to say where their search queries will lead them from there? However, having a well-developed search engine marketing plan can help point users in the proper way for marketing experts.

### 2.2.2 How is Keyword Search Volume Used?

The main application of keyword search volume in organic search optimization is for finding the following helpful SEO data during keyword:

- a keyword's ability to drive traffic
- the degree of keyword difficulty in terms of competition
- generating traffic projections
- determining the season

#### How is Keyword Search Volume Determined?

There are two commonly used ways you can determine search volume for keywords.

1. **Google Ads Keyword Planner**

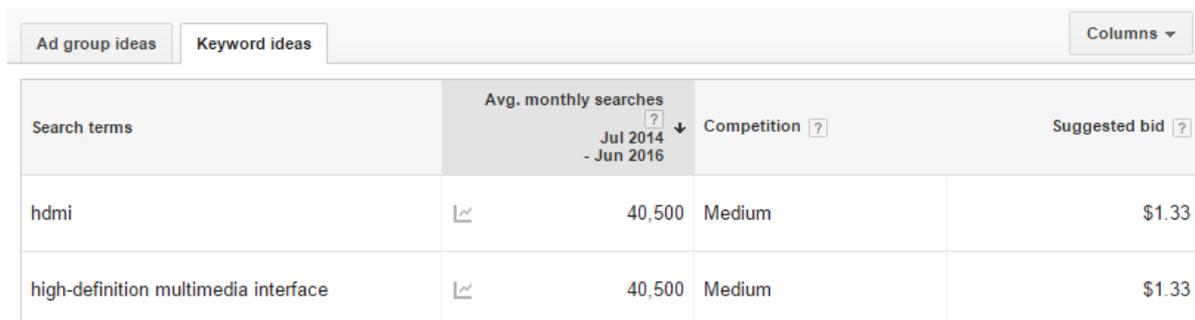
The first and most typical information comes directly from search engines like Google. This is stated by Google in their keyword planner. Here are some points to remember regarding this source:

- Not all keywords are reported because it is meant for studying keywords for Google Ads.
- The Google Ads account is required in order to access Keyword Planner.
- The volume figures in Keyword Planner are rough estimates that frequently combine data for related keywords.
- They are rounded off as well.

The Keyword Planner's volume data have a time lag, making them useless for more recent or promising terms.

By default, Keyword Planner displays the average search volume for the previous 12 months. Thus, the quoted statistic is really the total volume for the previous year divided by twelve rather than the most recent month. Remember that Keyword Planner does not differentiate between things like device types or mobile and desktop searches. The provided figures are approximations based on the combination of numerous search engines and devices. Even while certain terms might still result in Google ads, Google is obscuring search volume for an increasing number of keywords that can be in socially or legally sensitive areas.

Google frequently indicates that there are no searches for a keyword even when clickstream data-based technologies indicate that there are. This illustration from Google Keyword Planner demonstrates how its keyword aggregation can result in incorrect conclusions:



Search terms	Avg. monthly searches Jul 2014 - Jun 2016	Competition	Suggested bid
hdmi	40,500	Medium	\$1.33
high-definition multimedia interface	40,500	Medium	\$1.33

*Screenshot from Google Keyword Planner, October 2021*

*Source: <https://www.searchenginejournal.com/keyword-search-volume/421907/#close>*

It's very likely that far more people search for [HDMI] than for its spelled-out equivalent, [High-Definition Multimedia Interface]. Yet Keyword Planner shows them as having the same search volume.

## 2. Clickstream Data

The other source for search volume numbers is clickstream data. This is data collected from a sampling of actual users, often by means of a browser extension that users install voluntarily.

It's important to note that clickstream data is still an estimate. Its accuracy will depend on the number and kind of users polled, the polling methodology, and the mathematics used to extrapolate the estimate. The advantages of clickstream-based search volume data over Keyword Planner include:

- It is not limited to keywords that show ads in Google, or keywords that are not “censored” by Google.
- It can distinguish between subtle variants of a keyword.
- It can be more real-time, providing more timely data and including newer and trending keywords.

However, as noted above, you should keep in mind that any volume estimates based on clickstream data are only as good as the data sources and their methodologies.

### 2.2.3 What is Good Keyword Search Volume?

It depends, like with everything else in SEO. The simplest solution is to aim for a minimum of 100–1,000 monthly searches. To assist you decide if a keyword is a good choice for you, we'll go over several aspects below. Although the term "good" is ambiguous, we may conclude that it all depends on finding the right balance. The following elements will influence the keywords you should select:

- The volume of keyword searches may vary by industry.
- You desire a large enough volume without excessively low prices.
- Using infrequently searched keywords means readers might not see your material. Using incredibly popular keywords means you could have to compete with bigger websites.
- Your research should take into account the size of your site and your budget.
- If you have a significant budget and manage a corporate website, you might be ready to pay more on highly competitive keywords to keep up your competitive edge.

You'll want a healthy mix of low-volume and medium-volume keywords for good keyword search volume. This can help you compete for moderately competitive keywords in SERPs utilising a topic that is more narrowly focused. For instance, you can focus on terms or phrases that receive 100–1,000 searches per month and terms that receive 10,000–100,000 searches per month. Additionally, it relies on the sector and the calculated level of keyword competition. Going for keywords with search volumes of 100,000–1 million may not be in your best interest unless you drive thousands or millions of visitors to your site each month.

#### Seasonal and Evergreen Keywords

The volume of keyword searches may be constant or cyclical. No of the time of year, evergreen keywords are continuously searched for. No matter what month it is, consumers may look for things like "how do I change my oil" or "how much does a hair cut cost."

However, seasonal keywords must be used quickly. For instance, in the weeks leading up to holidays like Christmas, Diwali, etc, consumers are more likely to Google "holiday gift ideas."



semrush.com

SEMRUSH

Source: <https://www.semrush.com/blog/keyword-search-volume/#what-is-keyword-search-volume>

## 2.2.4 How to Find Monthly Search Volume for Keyword?

You can sort your list of given keywords by various metrics, such as click rate and volume. To search by volume, click on “Volume.” Here’s what you can expect to see when we observe a keyword like “vintage pinball:”

### Keyword Overview: vintage pinball +

[Keyword Research course](#) [User manual](#) [Send feedback](#)

United States Desktop Jan 24, 2022 USD

Update metrics 0/5,000

Export to PDF

Overview Bulk Analysis



Source: <https://www.semrush.com/blog/keyword-search-volume/#what-is-keyword-search-volume>

## 2.2.4 How to Use Search Volume for SEO

Let's move on to its actual applications now that you have a better idea of what search volume is, how it is calculated, and the different restrictions and limitations involved.

Here are the main uses of search volume data for SEO.

### 1. Determining the Potential Value of a Keyword

While it might seem logical that a keyword's ability to drive traffic would increase with the amount of searches it receives, there are actually a number of additional elements that affect this potential, including:

- The keyword's applicability to your website and target audience.
- The real search click-through rate.

Features on the search page that may answer a user's query without them visiting a site can have a significant impact on the latter. Therefore, when determining priorities for keyword targeting, the volume of searches for a certain keyword should only be one element to be taken into account.

**2. Assessing the Relative Difficulty Level of a Keyword** In general, there is more competition for a keyword in the SERPs the more popular it is. This implies that it will require a lot more work to rank highly for a keyword with a greater search volume (again, generally). This is sometimes expressed in terms of a keyword difficulty score in keyword research tools, with search volume being one of several elements that go into calculating that number. In fact, because it takes into account those other criteria, a well-constructed term difficulty score may be more important than search volume alone. It is possible for a high-volume term to have relatively low difficulty, but when this happens, you must investigate further to learn why. It could be you've stumbled upon an opportunity your competition hasn't discovered yet, but it could also mean that this keyword simply won't create useful traffic for you.

### 3. Determining Seasonality

Your best resource for determining how much the season influences interest in your keyword is a tool that displays the month-by-month trend in keyword search volume. The number provided by the Google Ads Keyword Planner is an average over the previous 12 months, thus it does not reflect seasonal variations. Whether it comes to an e-commerce site, this information can be very helpful in determining when to intensify marketing efforts for a specific product or category. It's possible that you've stumbled onto a chance that your competitors haven't yet identified, but it's also possible that this keyword won't generate any worthwhile traffic for you.

Scan QR code for topic related video or click on link

Key Word Search Volume



<https://youtu.be/2UNuuCZhKTU>

## UNIT 2.3: Keyword Optimization

### Unit Objectives



At the end of this unit, participants will be able to:

1. Define keyword optimization
2. Explain importance of keyword optimization
3. Describe different types of keyword optimization
4. Where to use keyword search optimization
5. Recognize the potential keywords to target for optimization
6. Elucidate how to optimize keywords

### 2.3.1 Introduction

The process of investigating, evaluating, and choosing the best keywords to target in order to direct qualified traffic from search engines to your website is known as keyword optimization (also known as keyword research). For both paid and organic search, keyword search optimization is a crucial first step in search engine marketing. All of your subsequent efforts will be for nothing if you choose your target keywords poorly. As a result, proper keyword optimization is essential.

However, you don't only optimize keywords at the beginning of a search marketing strategy. Continuous keyword optimization is essential if you want to maintain finding new keyword opportunities and broaden your keyword reach. Thus, keyword optimization isn't a process that can be set and forgotten. By continuously performing keyword analysis and expanding your database of keywords, your site traffic, leads and sales will continue to grow.

#### What Is Keyword Optimization?

Keyword optimization is the process of researching, analyzing, and selecting the best keywords to target for a website. Optimizing for keywords improves visibility in the search engines to drive more qualified traffic to the site. Good keyword optimization focuses on increasing traffic for each page of the website.

### 2.3.2 Why is Keyword Optimization Important?

One of the most challenging tasks in search engine marketing, according to respondents to a recent survey, is keyword optimization. Due of its complexity, most website owners, marketers, and bloggers don't devote enough attention to keyword optimization. Ironically, keyword optimization is the most crucial component of SEO and PPC. You won't be found if you don't select and employ keywords that your customers are using to find you. That entails no customers, no sales, and no revenue. As a result, you must engage in search engine keyword optimization to:

**Drive Targeted Traffic to Your Website:** By using SEO to optimize for the appropriate keywords, you may draw in more qualified customers who are a good fit for your company.

**Write More Effective Material:** You may write better content that satisfies the needs of the searcher by placing optimized keywords on the page and structuring your content depending on those keywords.

**Optimize for User Behavior:** You may tailor your content to the searches that matter most to your potential consumers by looking at the terms that your target audience uses to search on Google, Yahoo, and Bing.

**Measure traffic potential:** Analyzing the popularity and volume of searches for particular themes in your target market will allow you to estimate the potential traffic. Most keyword research tools provide information on the typical monthly search volume for every keyword phrase.

### 2.3.3 Types of Keyword Optimization

#### On-Page Optimization

On-page optimization is the practice of optimizing the content on your website for a set of keywords. You can do this by including your keywords in certain areas of the page and inside the HTML code. The goal of on-page optimization is to increase the relevance for the keywords so the content will rank higher in search engines like Google for related queries.

#### Off-Page Optimization

Off-page optimization refers to the elements that affect search engine rankings but are not directly related to your website. Getting other websites to connect to your material and mention your brand will help your off-page optimization. Off-page SEO aims to improve your website's overall authority and trustworthiness while increasing the relevance of your target keywords for a specific web page.

### 2.3.4 Where to Use Keyword Search Optimization

Every facet of Internet marketing, including content planning, link building, how keywords are organized in AdWords ad groups, and how your site's content is structured (also known as your information architecture), heavily relies on keyword optimization.

1. **SEO Keyword Optimization:** The effectiveness of your SEO efforts will primarily depend on how well you are able to identify, investigate, evaluate, and choose the appropriate search engine keywords for your website. Successful keyword optimization is a prerequisite for all other SEO elements. Additionally, keyword optimization affects every facet of your SEO marketing activities.

**Title Tag:** The title tag needs to contain your target keywords (and front loaded). On and off-page, this is the most significant piece of content on your website.

**Links:** Your link-building plan should incorporate keyword optimization. Your top optimized keywords should be used in all internal links, inbound links, breadcrumb links, and navigational links. Additionally, it's critical to monitor and control your link text efforts.

**Content marketing:** Use your target keywords in your text if you want to get found by searches and rank well.

**Images:** Don't forget to optimize your website's images with relevant keywords. Use target keywords in your file names, picture alt attributes, and other places.

**Meta Description:** There is some disagreement regarding whether or not including target keywords in your text snippets can improve rankings. But it's undeniable that using optimized keywords in your meta tags increases search clicks, which is ideal.

**URL:** Make sure to use SEO-relevant keywords in file name slugs, like I have done with the URL for this page. The slug name is /keyword-optimization because the page is about keyword optimization.

**Site Structure:** Keyword optimization is also critical to how you structure and organize your site content. Not only do you need to select the right keywords, but you need to group them hierarchically and order the corresponding pages on your website accordingly.

2. **PPC Keyword Optimization:** Pay-per-click (PPC) campaigns and paid search marketing both use keyword optimization. The following advice can be helpful if you're using PPC ads to increase customer traffic to your business through a platform like Google Adwords. The more search terms you choose, the more traffic you'll send to your website and the more visitors you'll turn into paying clients.

**Make a solid keyword list:** Pick terms with the appropriate search intent. But also check the potential traffic for these terms.

**Group Comparable Keywords:** Semantically relevant groups of similar keywords should be formed for the most effective keyword optimization for PPC campaigns.

**Focus on Keyword Relevancy:** If you want to increase the click-through rate (CTR) of your ads, you should make sure that the keywords you're bidding on are very pertinent to the user's search. Your ad quality score will rise the more you concentrate on this marketing plan.

**Include Keywords In Ad text:** A good keyword optimization strategy for increasing CTR for your PPC ads is to integrate your keywords into ad text.

**Optimize the Landing Page:** The landing page for your PPC ad should have the target keywords in the content. And the higher up on the page they appear, the better. Matching the optimized keywords in your ad text to your landing pages improves user experience and ad quality score.

3. **Social Media Keyword Optimization:** In social media marketing, choosing the right keywords to target and knowing how to use them in your messaging are crucial. This guide to keyword research for social media includes everything from how to perform keyword research for YouTube to studying keywords for Facebook, making it a useful tool for figuring out which terms your audience uses.

## 2.3.5 How to do Keyword Optimization

### 1. Find the Right Keywords for Optimization

The best place to start with SEO keyword optimization is to brainstorm a list of keywords and phrases associated with your website, products, and services. Utilize a keyword optimization tool to examine the phrases' popularity and difficulty score. The objective is to identify keywords with a high search volume and little competition. You'll find it simpler to rank your content among the top 10 on Google's search results pages if you do this. As you're doing your keyword research, make sure

to target each phase of the customer journey. This includes top of the funnel (awareness), middle of the funnel (informational), and bottom of the funnel (transactional) content.

## 2. Map Your Keywords to Each Page

The practice of keyword mapping is used on various pages of a website. Once you've compiled a list of search terms that apply to the content of the website, you can assess each term and determine which page on the website it belongs on. By employing keyword mapping, you can avoid using the same sets of keywords for each page or loading all of the keywords on the home page. Depending on the content of each website page, you should choose where to use each term. Determine what distinguishes each page from the others, then order the keywords to reflect this.

It might help to analyze related terms for each keyword or enter each into a Google search to see what pages show up. For a given keyword, you want to use it on a page with similar content to the top search results.

## 3. Check Your Current On-Page SEO

You should first conduct an audit of your existing on-page SEO strategy to determine where you stand. When doing this audit, keep an eye out for the following:

**Title tags:** These tell Google what the contents of your pages are about. Make sure they're original and the right length (50 to 65 characters).

**Meta descriptions:** These succinct (between 100 and 155 character) summaries are displayed beneath your webpage in search results. The meta description should be succinct and accurately depict the content of your page.

**Header tags:** Rather than headers in bolded ordinary text, make sure your page contains properly structured headings and subheadings (H1, H2, etc.) in HTML. When establishing the subject matter of your website, search engines attach particular weight to words that exist in header tags.

**URL structure:** Ideally, the URL for any page on your site should be short and simple and contain relevant keywords (such as those appearing in the content's title).

**Images:** Both the image file names and alt text for the image are factors considered by search algorithms when determining how to rank and classify your content. Not only that but these increase the accessibility of your site. Ensure the image file name and alt text are relevant and aligned with the content.

**The actual content:** Is it interesting and pertinent, or does it need some work? Does it have at least 300 words? Poor material that won't keep a user on the page for very long typically ranks lower than high-quality content.

**Verify links:** Make sure any links to other content still function if you have any. A few high-quality internal links with pertinent and evocative anchor text are frequently a smart option in addition to avoiding referring to competitor content altogether.

**Social media:** If marketing is an important part of the website, make sure social media profiles and share buttons are linked to your pages.

## 4. Do Keyword Optimization

After you've checked the on-page SEO for your current pages, the next step is to do the keyword optimization process. This process also applies to any new content you're writing. The on-page SEO locations referenced in step 3 are a good place to start the optimization process. Just start adding the keywords to those spots on your new content and modify any existing content that needs it.

### **5. Submit the Content to Google Search Console**

The next step after finishing a page's keyword search optimization is to submit it to Google Search Console for indexing. By using this approach, Google will find your new web pages more quickly, allowing them to be indexed and displayed in the SERPs.

Additionally, it informs the web crawler to visit your website and examine your current material so it can be reviewed for rankings.

### **6. Track Your Keyword Rankings**

Monitoring your progress is the last phase in the keyword optimization process. You should monitor how those keyword positions change over time once Google has indexed and ranked your content. You can utilise a paid rank tracking programme or check Google Search Console for this information for free.

Before making any changes to your keyword search optimization strategy for fresh material, you should monitor the rankings regularly for at least 2 months. This offers the Google algorithm ample time to evaluate your content in comparison to your rivals' pages and allow the ranking positions to stabilise.

Before making any adjustments to the keyword optimizations for current material, you can monitor rankings every day for 14 days. Usually, two weeks is enough time for the algorithm to compare your new content against the other top-ranking pages to determine whether your keyword search positions will improve or worsen as a result of the content optimizations you performed.

## **2.3.6 Keyword Optimization Tools**

Here's a list of the best free and paid keyword optimization tools you can use to improve your content:

Ahrefs Keyword Explorer

Google Keyword Planner

Google Search Console

Google Trends

Jaxxy

Keywords Everywhere

KWFinder

Moz Keyword Explorer

SEOCockpit

SEMRush

Serpstat

Soovle

SpyFu

WordStream

Wordtracker

### 2.3.6 What to Evaluate when Optimizing Keywords?

There are a number of aspects you should consider when deciding which keywords to use for your optimization efforts.

1. **Keyword Popularity:** If you rank well for a keyword, it will bring more traffic to your website because it is more popular (i.e., more people search for it). There are two schools of thought when it comes to selecting keywords based on popularity:

**Specify the most widely used keywords.** This appears to be rather simple. You should optimize for the most popular keywords if you want to draw the most people to your website. Right? But the harder it is to rank for a keyword, the more popular it is.

**Choose keywords with less competition.** Going after less competitive keywords may seem paradoxical, but for a new website, this is frequently the best course of action. In tough ranking verticals, it is quite challenging to compete with established websites that have built authority and trust for the most sought-after keywords. Therefore, young websites often have better results optimizing for less popular or competitive keywords, or by including modifiers (thematic modifiers or geo-targeted modifiers) and developing mid- to long-tail keywords.

2. **Keyword Relevance:** The importance of choosing keywords to optimize for based on how relevant they are to your goods or services cannot be overstated. Search engine traffic will not receive a message that is pertinent to what you are presenting on your website if your keywords are not inherently relevant to it. They won't be able to finish the "search and reward cycle" as a result. Since searchers are looking for relevance, you have a low chance of converting them into paying clients.
3. **Keyword Intent** - You must ascertain the intent of the searchers in order to assess the worth of your keywords. What stage of the search process are they in? They're browsing. Do they have the money? Or are they merely searching for answers or information? There are three different types of intentions underlying keywords, or more specifically "search queries."

Navigational: company or brand queries, domain queries

Informational: curiosity, question-oriented, solution-seeking queries

Transactional: looking to purchase queries

It's important to optimize for the high intent keywords rather than keywords of low intent. By identifying, classifying and segmenting your high intent keyword groups into separate baskets of intent and eliminating the low-value keywords, you'll see your search relevance rise and you'll generate more, qualified traffic.

Scan QR code for topic related video or click on link

Keyword Optimization



<https://youtu.be/rknrlecryws>

## UNIT 2.4: Competitor Keywords Biding

### Unit Objectives



At the end of this unit, participants will be able to:

1. Explain competitor keyword bidding and its importance
2. Discuss brand keywords bidding best practices

### 2.4.1 Introduction

The first thing that comes to mind when you're conducting a campaign with search ads is undoubtedly placing bids on search phrases that are specifically linked to your company, brand, or product. That's good, too! It shouldn't, however, take precedence over the significance of competition keyword bidding. Running adverts for keywords associated with a rival is how competitor keyword bidding is done. This is a simple technique to increase views and traffic from those looking for rivals.

#### What is Bidding on Branded Keywords?

A bid represents how much money your company is willing to spend on one click for a given ad.

PPC (pay per click) ad campaigns will feature many ads that use different combinations of keywords, all of which combine to make up your total campaign budget. Bids can be made manually or set up using automated marketing strategies.

Common automated bidding strategies include:

- Target return on ad spend (ROAS)
- Target cost-per-acquisition (CPA)
- Target search page location
- Target outranking share

When it comes to bidding on your own or a competitor's keywords, the objective is typically to affect target page location or outrank share. Different tactics concentrate on different outcomes. A branded keyword is a search term that includes the name of a certain company.

Given that the firm name appears in the keyword chain, examples of branded keywords include "Nike shoes," "McDonald's in New York," and "Ford truck." In contrast, because they do not specifically name a particular business, the terms "running shoes," "quick food in New York," and "pickup truck" are non-branded keywords.



Source: <https://www.knowmad.com/blog/competitor-targets-branded-keyword>

Therefore, bidding on a competitor's branded keywords involves placing bids and creating ads that will allow your company to appear when a customer searches for a competitor.

### Advantages of bidding on brand keywords

#### 1. Increase Impact with Branded Changes

Contrary to popular assumption, a website may not always come up when a user types in a branded search term, including variations involving misspellings, places, items, etc. Brand-related keyword bidding does offer advantages. Your website may reach customers at every point of the conversion funnel thanks to brand keywords, which enable marketers to drive incremental traffic there. By considering misspellings, places, products, long-tail keywords, etc., you can thus account for all potential permutations of trademarked terms. You may produce target-specific copy for users at different points in the conversion funnel by having a clear understanding of your target audience. For users looking for contact details, product details, prices, locations, and other information, they may offer alternative focused messaging. In the end, your reach is crucial to your total sales.

#### 2. Take Control of your Search Engine Results Pages (SERP)

There is a lack of control over organic search ranks with many marketing initiatives. Branded search terms can boost a website's organic traffic and search rankings. Search engines, on the other hand, decide which titles, descriptions, and landing sites to display to people. Because organic results always come after paid results, you cannot entirely rely on them.

People are more inclined to click on adverts than organic listings in SERP because Google consistently makes them resemble organic listings. Fortunately, organic search rankings made up for the absence of control through paid search ads. When running sponsored search campaigns, bidding on brand keywords can assist with message clarity, target-specific ad creation, and landing page relevance. You can make sure your users are hearing the right message by using paid search. Additionally, it makes sure that users are directed to the appropriate landing page after conducting a search. Branded keywords can also be used for unique messages, sales, and promotions. More control results in greater promotion awareness, which raises your conversion rate.

### 3. Maintain your Brand

When you choose paid search for branded keywords, you can protect yourself against rival businesses, bad reviews, etc. Defense is essential for development. By controlling the search results for all branded terms, displaying material that directs people to their website while also improving brand credibility and perception, and driving away rival advertisers who are bidding on those same branded terms, advertisers can protect their brand.

Without protection, rivals can freely bid on terms that contain your brand name. In that instance, even if visitors are searching for your name, your competitor's paid advertisement may come up first in the SERP. A cost-effective strategy for defending against your brand and staying one step ahead of your rivals is to bid on your brand's terms.

### 4. Use your advertising budget to increase ROI

In general, the expense of using branded keywords is well worth the advantages. Because the keywords and ad copy are more pertinent to the landing page, branded keywords are often less expensive than non-brand paid search keywords.

Additionally, branded keywords are highly useful because they frequently have high CTRs, and a better CTR for your brand phrases results in a higher quality score. Therefore, investing in branded keywords is very cost-effective because it may help your company save money and increase its long-term return on investment. Competitors will pay more for your brand's keywords because, for the most part, they don't mention it on their landing page, which reduces the landing page's relevance. Thus, they would receive a lower quality score than your company.

### 5. Increase the quality score on your account.

People frequently pay attention to keyword quality score, which measures the similarity between the keywords and the ad and the landing page. Your keyword quality score should be your primary concern as it is frequently the most enlightening metric. By making sure that all of their material and landing pages are pertinent to the intended keyword, brands may increase their keyword quality score (s).

Google evaluates your account-level score by determining how pertinent the products or services you offer are to the user's search query. The fact that Google wants to optimize search results that are advantageous to both customers and the company sets it apart from other platforms. Because they are paid each time an advertiser's advertisement is aired, TV advertisers, for instance, work to fill commercial spots. However, rather than just showing the adverts, Google earns money based on the quantity of actual clicks. Since Google receives the most clicks, it profits from high quality and relevance.

## 2.4.2 Brand Keywords Bidding Best Practices

While there are several benefits to bidding on your brand terms, it is best to make sure that you specify your own goals before choosing to do so. If your company's objective, for instance, is net profit, it would be worthwhile to check whether income from branded sponsored traffic, minus your media expenditure and organic revenue, is larger than revenue from brand-free traffic. Running brand advertisements will be beneficial in this scenario. Negating negative PR, promoting new items, and other factors are further justifications for bidding on the brand.

### Which brand terms should you bid on?

It's crucial to remember that not every brand phrase merits a bid. In order to ensure that your primary brand keywords are covered in all searches, it would be wise to bid on brand terms like your business name and product names. Though it might not be worthwhile for you to bid on:

- Occupational and career terms
- Stock phrases
- User terms
- Words for customer service
- Products and services you don't want to promote

A decent rule of thumb would be to do the search query analysis on a regular basis to make sure you are targeting the correct audiences. Other recommended methods for competing for brand names include:

- Having dedicated brand campaigns so that you can control spend, measure performance and optimize for KPIs
- Have optimized ad copy
- Have high-converting landing pages
- Follow segmented reporting that allows you to keep track of the objectives that you have set.
- Working with partners and affiliates that can help you build a wall against competitors, dominate SERP and drive revenues.

## UNIT 2.5: Search Engine Marketing and Its Working

### Unit Objectives



At the end of this unit, participants will be able to:

1. Explain SEM and its working
2. Explain good keyword research
3. Build an effective SEM strategy
4. Create an ad for SEM strategy on google

### 2.5.1 What Is SEM?

An online marketing tactic called search engine marketing (SEM) tries to make a website more visible online and on search engine results pages (SERPs). SEM and search engine optimization (SEO) overlap since the former might involve techniques like changing a website's content and architecture to improve rankings. However, sponsored search or pay-per-click are commonly referred to as search engine marketing (PPC).

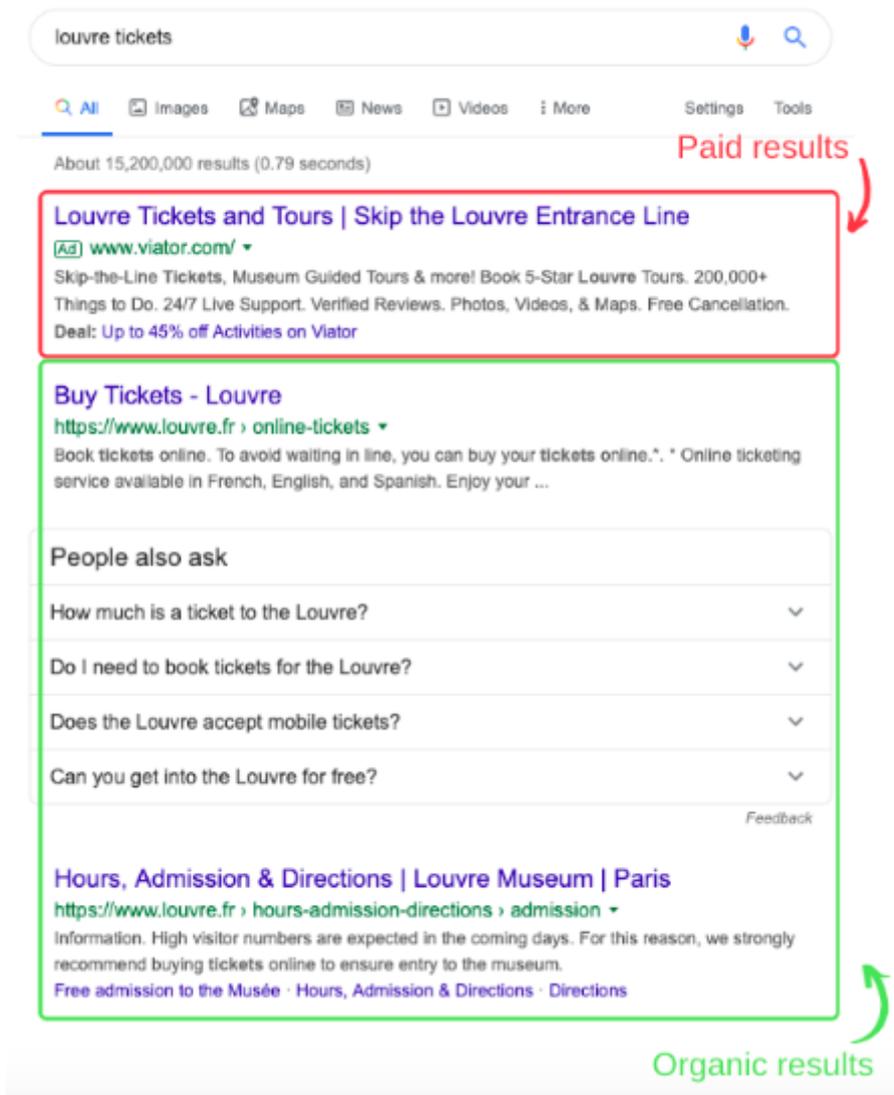
### 2.5.2 How Does SEM Marketing Work?

As search engine algorithms are getting more complex every day, SEO and SEM should be cornerstones of your online marketing plan. This means that if you want to guarantee top positions in the searches that are pertinent to your organisation, you must have a well-thought-out paid search advertising campaign. You can acquire insight into how to improve your own campaigns and what you can do to outperform your competitors by using tools like Advertising Research to keep an eye on the ads and landing pages of competitors. Pay-per-click advertising involves search engine marketing where advertisers pay for impressions that result in visitors. Search engine marketing aims to reach users when they most need the information you have to offer, which makes PPC advertising ideally less intrusive.

All in all, a well-constructed SEM strategy can also boost your website's SEO by attracting high-quality traffic. This proves to search engines like Google that your website is an authoritative source, which can in turn boost rankings.

### 2.5.3 Why Is Good Keyword Research Important For Paid Search?

Paid ads may appear at the top of the SERP in Google, above organic results.



Source: <https://www.semrush.com/blog/search-engine-marketing/>

Such a prominent position is probably going to produce results, but to get the most out of your paid advertisements, you need to understand your target market and produce material that is pertinent to them. Without some preparation, SEM cannot operate effectively. In reality, the goal of effective search marketing is to connect with users at the precise moment they are ready to make a purchase. How do you gather the data necessary to create highly targeted paid advertisements? With the help of SEO tools.

### Finding the Right Keywords

This is where the overlap between SEM and SEO becomes apparent: the core of search engine marketing are keywords. The significance of thorough keyword research for the achievement of your paid advertising plan cannot be overstated. An effective SEM plan is a great addition to an already potent SEO approach if you want to dominate the SERPs. You can quickly look through your master list to find the keywords you want to target with the sponsored advertisements you are making provided you know which ones are pertinent to your company.

**Remember:** A broad match is a “keyword option that allows your ad to show when someone searches for that keyword, variations of it, as well as other related topics” according to Google guidelines.

Dashboard > Keyword Overview > Keyword Magic Tool

Keyword Research course User manual Send feedback

## Keyword Magic Tool: cat food

Database: United States Currency: USD

View search history

All Questions **Broad Match** Phrase Match Exact Match Related

Volume KD % CPC Include keywords Exclude keywords Advanced filters

By number By volume All keywords: 146,964 Total volume: 2,220,120 Average KD: 75.19%

+ To Keyword Manager Export

Keyword	Volume	Trend	KD %	CPC \$	Com.	SERP ...	Results
dry	15,356						
can	14,686						
wet	12,812						
best	8,932						
eat	7,698						
purina	5,383						
cat food	60,500		89.04	2.98	1.00	+6	2.2B
best cat food	33,100		81.85	3.17	1.00	+5	0
blue buffalo cat food	18,100		86.89	1.74	1.00	+6	98
cat food & treats	18,100		87.45	3.33	0.13	+6	161M
purina cat food	18,100		91.38	2.48	1.00	+6	91

Source: <https://www.semrush.com/blog/search-engine-marketing/>

You can also easily sort groups by volume or by the number of keywords.

Remember to take full advantage of the filters available and choose keywords to exclude. Also, take note of the “CPC \$” column to get an idea of what the cost-per-click will be. Now you have a strong basis for any search engine marketing campaign.

### Search Intent

It's crucial that you spend some time with your keywords and fully comprehend them before you begin developing your advertisement. Sometimes, users enter search queries with a very specific goal in mind. When compared to people who are just "surfing" the internet for entertainment, individuals who seek information of a commercial nature are much more likely to make a purchase at the end of their search.

**Example:** Let's say you sell gardening tools and want to run an ad for your seeds and pots. In your keyword research you found three different queries you want to focus on:

- “do sunflowers grow back”
- “how tall do sunflowers grow”
- “how to grow sunflowers”

Now imagine you're the person searching. If you type in the first two phrases on Google, you probably don't want to be sold anything but are just looking for information. Only the last search query has any kind of commercial intent and could be a great opportunity for you to advertise your sunflower seeds and terracotta pots!

Search intent is the difference between driving traffic to your website and attracting potential customers to your website.

growing sunflowers

Dashboard > Keyword Overview > Keyword Magic Tool

Keyword Magic Tool: growing sunflowers

Database: United Kingdom | Currency: USD

All Questions Broad Match Phrase Match Exact Match Related Languages: Best

Volume KD % CPC Include keywords Exclude keywords Advanced filters

By number By volume All keywords: 718 Total volume: 18,960 Average KD: 38%

Keyword	Volume	Trend	KD %	CPC \$	Com.	SERP Features	Results
seeds	180						
can	130						
long	51						
will	51						
tall	41						
take	38						
pot	36						
back	32						
uk	27						
giant	26						
how to grow sunflowers	4,400		35	1.35	0.58		214M
how to grow sunflower seeds	1,900		39	1.37	0.14		49.1M
how long do sunflowers take to grow	1,300		47	1.48	0.02		206M
how long does it take for sunflowers to grow	720		44	1.68	0.01		27.2M
do sunflowers grow back	590		43	0.00	0.01		17.3M
how to grow sunflowers from seeds	590		n/a	1.10	0.07	n/a	n/a
can you grow sunflowers in a pot	480		35	2.03	0.31		2.5M
how tall do sunflowers grow	480		48	0.00	0.22		19.4M
how to grow sunflowers in a pot	390		34	1.67	0.34		2.1M

Source: <https://www.semrush.com/blog/search-engine-marketing/>

Filter out the keywords with the wrong user intent and those less likely to deliver good results if you were to bid on them with an ad campaign.

One more reason why you want to bid on search terms with a commercial intent is that not every ad will appear in each search. In fact, Google operates with an auction that takes various factors into account to determine which ads are served to which user. Among them, the relevance of the ad for the user plays a huge role.

## 2.5.4 How to Build an Effective SEM Strategy

The stages to developing a SEM strategy are rather simple:

- Conduct keyword research
- Choose the keywords that are relevant to your company and have the proper purpose
- Launch google ads
- Set up a campaign
- Choose the most relevant keywords
- Produce an ad that will appear in the SERPS
- Select a bid strategy, then pay for each click you receive.

SEM enables you to show an advertisement to users who are at the appropriate stage of the marketing funnel. Or, clients who are prepared to make a purchase.

However, in order to guarantee that your search marketing strategy will have the maximum ROI, you'll need to focus on the appropriate keywords and keep an eye out for a few other issues. Let's look at these more in detail.

## 2.5.5 What Google Looks for in Ad Auctions

Every advertising campaign competes for a particular target market, and your rivals may choose to target the same customers as you. An ad auction is the method used by Google to determine which advertisements to display to a certain user. The three key elements that Google Ads takes into account when conducting an ad auction are as follows:

- **Maximum bid:** The maximum amount you're willing to pay for a click on your ad
- **Quality Score:** The formula that Google Ads uses to determine the relevance of your ad, or how useful it will be for the user
- **Ad extensions:** The additional information you provided in your ad (phone number, links to specific pages, etc.)

You have complete control over Google's automated bidding tactics, which are referred to as the maximum bid. The same is true for ad extensions that could affect how well your ad performs. However, Google gives you a Quality Score, which is the reason your ad only succeeds in auctions for pertinent inquiries.



semrush.com

 SEMRUSH

Source: <https://www.semrush.com/blog/search-engine-marketing/>

The Quality Score makes it so that if your ad matches too many irrelevant and generic queries, the costs of your paid search will go up exponentially without yielding the results you hoped for. This damages your ROI and gives off the wrong message to networks like Google.

## 2.5.6 How to Create a Solid Ad for Your SEM Strategy on Google

There is one bulletproof way to create a solid ad that will have a high return on investment: creating data-driven, keyword-rich copy.

If you choose highly relevant keywords, you will win auctions for very well-placed ads at a lower price than your competitors, even if they choose a higher maximum bid. That's because your Quality Score is higher, meaning you've understood the end-user better than your competition.

In short, when creating your ad copy make sure to:

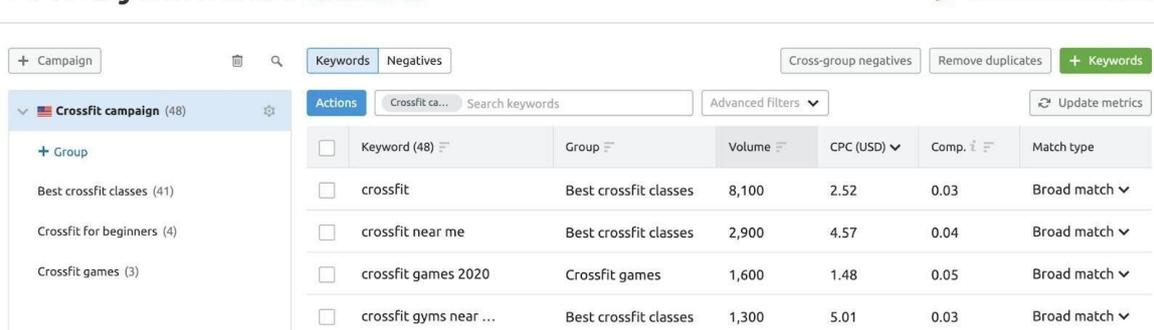
- Use keywords that cover the right user intent
- Compare and analyze keywords' search volume and competitive density
- Keep costs under control by regularly checking the campaign structure and ad grouping

This is all easier said than done, but keep reading to learn our best practices and your ads will be dominating Google soon enough.

## 2.5.7 How to Build an Effective SEM Strategy: Best Practices

The creation of extremely pertinent Ad Groups is one technique to improve the targeting of your advertisement. This entails eliminating any keywords that are unrelated to your industry. The simplest method for optimising Google Ads campaigns is to use the PPC Keyword Tool. In addition to assisting you with keyword research, this tool also enables you to ascertain search intent and the ideal volume/cost ratio. Examine the tool's recommendations and organise your keyword list to get rid of less lucrative prospects.

### PPC Keyword tool: Crossfit

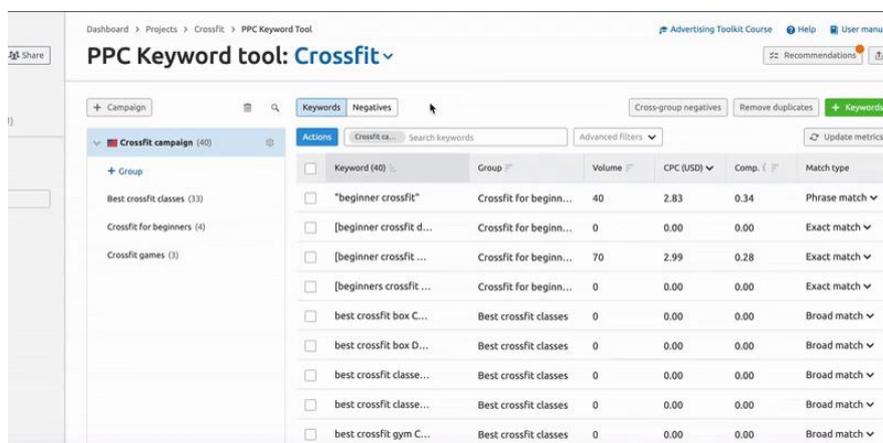


Keyword (48)	Group	Volume	CPC (USD)	Comp.	Match type
<input type="checkbox"/> crossfit	Best crossfit classes	8,100	2.52	0.03	Broad match
<input type="checkbox"/> crossfit near me	Best crossfit classes	2,900	4.57	0.04	Broad match
<input type="checkbox"/> crossfit games 2020	Crossfit games	1,600	1.48	0.05	Broad match
<input type="checkbox"/> crossfit gyms near ...	Best crossfit classes	1,300	5.01	0.03	Broad match

Source: <https://www.semrush.com/blog/search-engine-marketing/>

To arrange your keywords at the campaign and ad group levels, use the PPC Keyword Tool. But remember to create negative keywords as well! If you don't think any of these terms will result in conversions, designate them as irrelevant.

If you sell CrossFit classes, for instance, you might want to avoid using the keyword "free crossfit classes" because people looking for free classes aren't likely to be interested in buying one.



Keyword (40)	Group	Volume	CPC (USD)	Comp. i	Match type
"beginner crossfit"	Crossfit for beginn...	40	2.83	0.34	Phrase match
[beginner crossfit d...	Crossfit for beginn...	0	0.00	0.00	Exact match
[beginner crossfit ...	Crossfit for beginn...	70	2.99	0.28	Exact match
[beginners crossfit ...	Crossfit for beginn...	0	0.00	0.00	Exact match
best crossfit box C...	Best crossfit classes	0	0.00	0.00	Broad match
best crossfit box D...	Best crossfit classes	0	0.00	0.00	Broad match
best crossfit classe...	Best crossfit classes	0	0.00	0.00	Broad match
best crossfit classe...	Best crossfit classes	0	0.00	0.00	Broad match
best crossfit gym C...	Best crossfit classes	0	0.00	0.00	Broad match

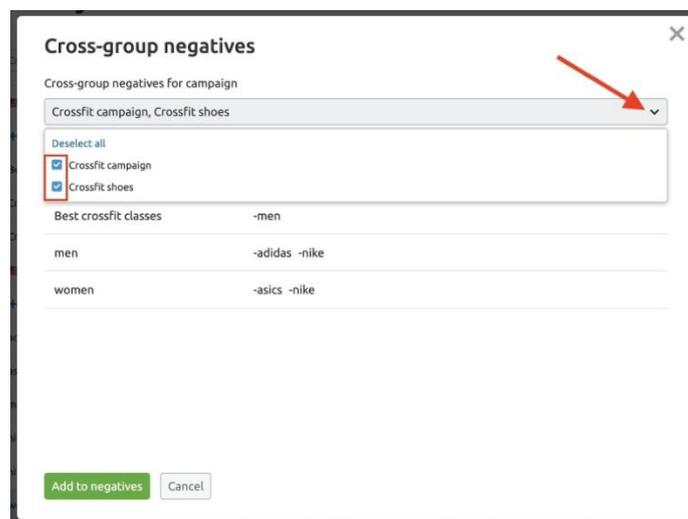
Source: <https://www.semrush.com/blog/search-engine-marketing/>

**Pro tip:** Save a list of negative keywords when you come across them early on in your keyword research to optimise your targeting, and add them to a campaign level when the subject calls for them. Additionally, you can use the Keyword Magic Tool to discover more keywords, which you can then add to Keyword Manager and transfer to the PPC Keyword Tool. Prior to creating your campaign in Google Ads, add the keywords you've selected to target to the PPC Keyword tool to ensure you're getting the most out of them. This is why.

### Get Rid of Duplicates in Your Keyword List

In the PPC Keyword Tool, you can store negative keyword lists that are valid both at the ad campaign level and at the group level, so you can run multiple ads for the same campaign without creating the same list of keywords repeatedly. To avoid any competition between groups, you can also use the cross-group negatives function.

In this way, the tool automatically checks any overlap and avoids duplicates.



**Cross-group negatives**

Cross-group negatives for campaign

Crossfit campaign, Crossfit shoes

Deselect all

- Crossfit campaign
- Crossfit shoes

Best crossfit classes      -men

men                              -adidas -nike

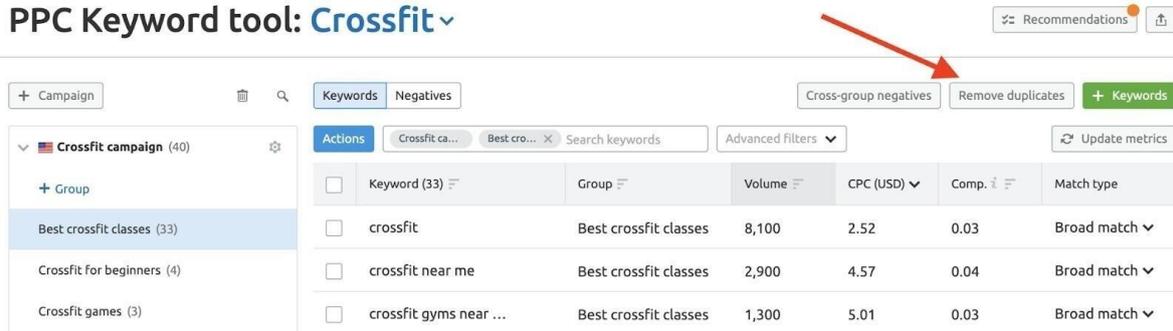
women                           -asics -nike

Add to negatives      Cancel

Source: <https://www.semrush.com/blog/search-engine-marketing/>

The same is true also for removing duplicates from regular keyword lists. Click on the “Remove duplicates” button on the top-right corner and the tool will automatically present you with the newest duplicates it detected. All you’ve got to do is delete them.

### PPC Keyword tool: Crossfit



Keyword (33)	Group	Volume	CPC (USD)	Comp. i	Match type
crossfit	Best crossfit classes	8,100	2.52	0.03	Broad match
crossfit near me	Best crossfit classes	2,900	4.57	0.04	Broad match
crossfit gyms near ...	Best crossfit classes	1,300	5.01	0.03	Broad match

Source: <https://www.semrush.com/blog/search-engine-marketing/>

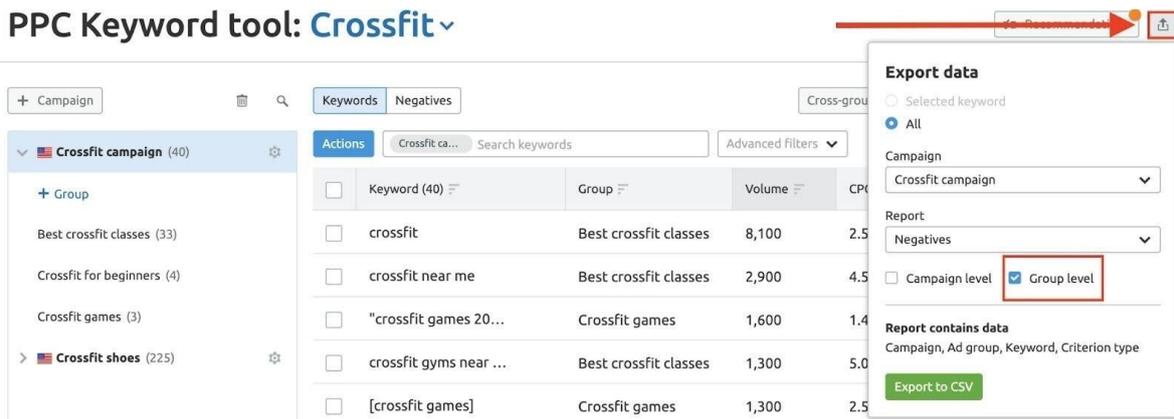
### Narrow Down Your SEM Strategy with Laser-focused Keywords

The possibilities with the PPC Keyword Tool are almost endless. That’s because it supports you during the difficult task of refining your keyword lists with several filters and metrics. In particular, we made sure you could:

- Search for long-tail keywords with the word count
- Create hyper-focused ad groups divided by topics
- Refine the scope of your ad groups by filtering out modifiers
- Quickly find the right keywords in a specific range of SV, CPC, etc.
- Connect seamlessly to Google Ad Editor

Once you’ve crafted your ad groups, it’s time you head over to Google Editor and start working on your ad copy. Export your campaign keywords, negative keywords, or both and upload them directly.

### PPC Keyword tool: Crossfit



Keyword (40)	Group	Volume	CPC
crossfit	Best crossfit classes	8,100	2.5
crossfit near me	Best crossfit classes	2,900	4.5
"crossfit games 20...	Crossfit games	1,600	1.4
crossfit gyms near ...	Best crossfit classes	1,300	5.0
[crossfit games]	Crossfit games	1,300	2.5

Source: <https://www.semrush.com/blog/search-engine-marketing/>

## 2.5.8 What Makes an Ad Effective?

Hyper-targeted ad copy and a high ROI, in essence, are what make an advertisement effective. By better comprehending your target audience, you can ensure that your advertisement is displayed to them as soon as they enter the appropriate stage of the buying funnel. Utilizing the Advertising Toolkit, which enables you to examine search terms and search intent, makes this easier. An efficient ad campaign is an essential component of a comprehensive SEM strategy since it presents your company's offer in the appropriate location and at the appropriate time. But that's not all; SEM is a fantastic approach to increase brand awareness while also driving traffic to your website. To sum it all up, the steps to build your SEM strategy are:

- Conduct keyword research
- Select the keywords most related to your business
- Organize your keywords into concise ad groups
- Create an ad to display in the SERPs
- Choose a bidding strategy and pay for each click you get
- Monitor your ads and traffic and keep optimizing

To ensure that your search marketing campaign will lead a lot of high-quality traffic to your website, follow the best strategies presented here and you'll be good to go.



## 3. Set-Up Pay-Per-Click (PPC) Campaigns



- Unit 3.1- Pay-Per-Click (PPC): Terms and Definition
- Unit 3.2 - Unit 3.2 PPC Model and its Working
- Unit 3.3 - PPC Marketing
- Unit 3.4 - Building a PPC Campaign
- Unit 3.5 - Split Testing
- Unit 3.6 - Cookies, Tracking and Pixels



## Key Learning Outcomes



At the end of this module, participants will be able to:

1. Create a campaign structure by selecting number of advertisement groups required in a particular campaign
2. Generate advertisement copies including the headline and description.
3. Perform split-testing for multiple advertisement copies to optimize the campaign's performance
4. Identify and list target keywords into different advertising groups
5. Recognize advertisement extensions and its relevance in the pay-per-click campaigns
6. Define advertisement extensions for the campaigns
7. Apply the concept of campaign goal and identify the goal such as new leads or sales
8. Manage conversion tracking count based on the campaign goals
9. Apply the concept of cookies and add tracking pixels on the website to set-up the conversion tracking
10. Describe daily budget for the campaigns aligned with their Return on Investment (ROI)
11. Define the bidding method for manual / automated bidding based on the campaign objectives

## UNIT 3.1: Pay – Per-Click (PPC) Terms and Definitions

### Unit Objectives



At the end of this unit, participants will be able to:

1. Explain PPC
2. Recognize various terminologies associated with PPC

### 3.1.1 Introduction

PPC, or pay-per-click, is a type of internet advertising where advertisers place ads on a platform like Google Ads and are charged each time a user clicks on them. You may nearly always find advertisements at the top of the search results page on Google (or Bing).

The screenshot shows a Google search for "nfl jerseys". The search bar is at the top with "nfl jerseys" entered. Below the search bar, there are navigation tabs for "All", "Shopping", "Images", "News", "Maps", and "More". The search results are displayed below, starting with an advertisement for "Official NFL Jerseys - Gear for Men, Women and Kids" from NFLShop.com. The ad includes a description and several product categories: "Official NFL Jerseys", "Exclusive Deals", "NFL Face Coverings", and "NFL Hats". To the right of the organic results is a "Sponsored" section titled "See nfl jerseys" which displays a grid of six NFL jerseys for sale, each with a price and a "Special offer" tag. The jerseys shown are: Men's Tampa Bay Buccaneers Tom... (\$99.99), Men's Kansas City Chiefs Patrick... (\$99.99), Tom Brady Tampa Bay Buccaneers... (\$99.99), Men's Baltimore Ravens Lamar... (\$149.99), Men's Nike Tom Brady Pawler... (\$99.99), and Men's Washington Redskins Chase... (\$99.99). A "More on Google" link is visible at the bottom of the sponsored section.

Source: <https://www.semrush.com/blog/what-is-ppc/#what-is-ppc>

See the product grid over there on the right? They are also advertisements that appear when a search has a business purpose. PPC is used by businesses to attract their target market and increase traffic, sales, or inquiries. Common PPC platforms enable exceptional depth of targeting, allowing you to only deliver ads to people who you believe to meet your target audience.

People look for providers of goods and services primarily through search engines, and when there is a market actively looking for what your company has to offer, there is a chance to make a sale. PPC can help you get in front of these people with a precise level of targeting that traditional advertising doesn't allow for. Want to target someone who lives in San Francisco who is looking to buy a used Ford Mustang? Easily done. PPC offers you an opportunity to reach your audience at a time when

they are looking for a business like yours while gaining data insights to help you improve the efficiency of the channel over time.

### **What is PPC?**

Pay-per-click (PPC) advertising lets you pay a charge to have your website appear on the SERP when a user puts in a certain set of keywords or phrase(s) into the search engine. The ads you produce to drive traffic to your website will appear on the SERP, and you will only be charged if someone clicks on them.

## **3.1.2 PPC Terms and Definitions**

If you're going to enter the paid advertising space, there are a few terms you should know. Below, we review the main elements of a PPC campaign, ranging from broad to the more specific.

### **Search Engine Marketing (SEM)**

The objective of all forms of digital advertising is to rank for a target keyword, which you can do in several ways. Search Engine Marketing (SEM) refers to any digital marketing (paid or unpaid) done on a search engine, like Google, Yahoo, or Bing.

SEM is an umbrella term that encompasses both paid advertising and search engine optimization, that is, ranking organically for keywords. It's important to note that not all PPC occurs on search engines — social media has PPC ads, too (think: Facebook Ads).

### **CPC**

Cost-per-click (CPC) is the amount that an advertiser pays for each click on your ad. CPC acts as your bid in an auction that determines where your ad will be placed. As you can imagine, a higher bid equates to better ad placement.

You set your CPC at the maximum price you are willing to pay per click on your ad. What you actually pay is determined by the following formula:

$$\text{(Competitor's Ad Rank / Your Quality Score)} + 0.01 = \text{Actual CPC.}$$

Let's go over the terms in this equation, so you know what you're paying for:

### **Ad Rank**

This value determines the position of an ad on a search engine results page. It's equal to Maximum Bid x Quality Score.

### **Quality Score**

This is the score that search engines give to your ad based on your clickthrough rate (CTR) — measured against the average CTR of ads in that position — the relevance of your keywords, the quality of your landing page, and your past performance on the SERP.

## Maximum Bid

This is the maximum you're willing to pay per click on your ad. Here's an image by WordStream that illustrates what it means:



*The AdWords Auction: Max Bid, Quality Score, and Ad Rank all affect CPC*

Source: <https://blog.hubspot.com/marketing/ppc>

You can set your CPC to manual, where you determine the maximum bid for your ads, or enhanced, which allows the search engines to adjust your bid based on your goals. One of these enhanced options involves bid strategies that automatically adjust your bids based on either clicks or conversions.

## CPM (Cost per Mille)

CPM, also known as cost per thousand, is the cost per one thousand impressions. It's most commonly used for paid social and display ads. There are other types of cost-per... like cost-per-engagement, cost-per-acquisition (CPA), but for the sake of preserving your mental space, we're going to stick with clicks, a.k.a. CPC.

## Campaign

The first step in setting up your PPC ads is determining your ad campaign. You can think of your campaign as the key message or theme you want to get across with your advertisements.

## Ad Group

One size doesn't fit all. That's why you'll create a series of ads within your campaign based on a set of highly related keywords. You can set a CPC for each ad group that you create.

## Keywords

Each ad within your ad group will target a set of relevant keywords or key terms. These keywords tell search engines which terms or search queries you want your ad to be displayed alongside in SERPs.

Once you determine which keywords perform best, you can set a micro CPC specifically for keywords within your ads.

**Ad Text**

Your keywords should inform your ad text. Remember, your Quality Score is determined by how relevant your ad is; therefore, the text in your ad (and landing page, for that matter) should match the keyword terms you're targeting.

**Landing Page**

A landing page is a critical piece of your paid advertising strategy. The landing page is where users will end up once they click your PPC ad. Whether it's a dedicated webpage, your homepage, or somewhere else, make sure to follow landing page best practices to maximize conversions.

## UNIT 3.2: Model and its Working

### 3.2.1 Introduction

Pay-per-click, PPC, is a paid advertising model that falls under search engine marketing (SEM). With PPC, the advertiser only pays when people interact with their ad through impressions or clicks.

#### How the PPC Model Works?

In the pay-per-click approach, keywords play a major role. For instance, online adverts (sometimes referred to as sponsored links) only show up in search engine results when a user types in a phrase associated with the good or service being offered. As a result, businesses that use pay-per-click advertising models investigate and assess the keywords that are most pertinent to their goods or services. Investing in appropriate keywords can lead to more clicks and, ultimately, more revenue.

PPC is thought to be advantageous for both advertisers and publications. The concept benefits marketers since it gives them a chance to market goods or services to a target market that is actively looking for related content. The value of each visit (click) from a potential customer outweighs the cost of the click paid to a publisher, which enables an advertiser to save a significant amount of money with a well-designed PPC advertising campaign.

The pay-per-click business model offers publishers their main source of income. Consider the free services that Google and Facebook offer to its users (free web searches and social networking). Online advertising, especially the PPC model, allows online businesses to make money off of their free products.

#### Pay-Per-Click Models

Commonly, pay-per-click advertising rates are determined using the flat-rate model or the bid-based model.

##### 1. Flat-rate model

A publisher receives a predetermined payment from an advertiser for each click in the flat rate pay-per-click model. Publishers typically maintain a list of various PPC rates that are applicable to various parts of their website. Keep in mind that publishers are frequently amenable to price discussions. If an advertiser offers a lengthy or valuable contract, a publisher is very inclined to reduce the set price.

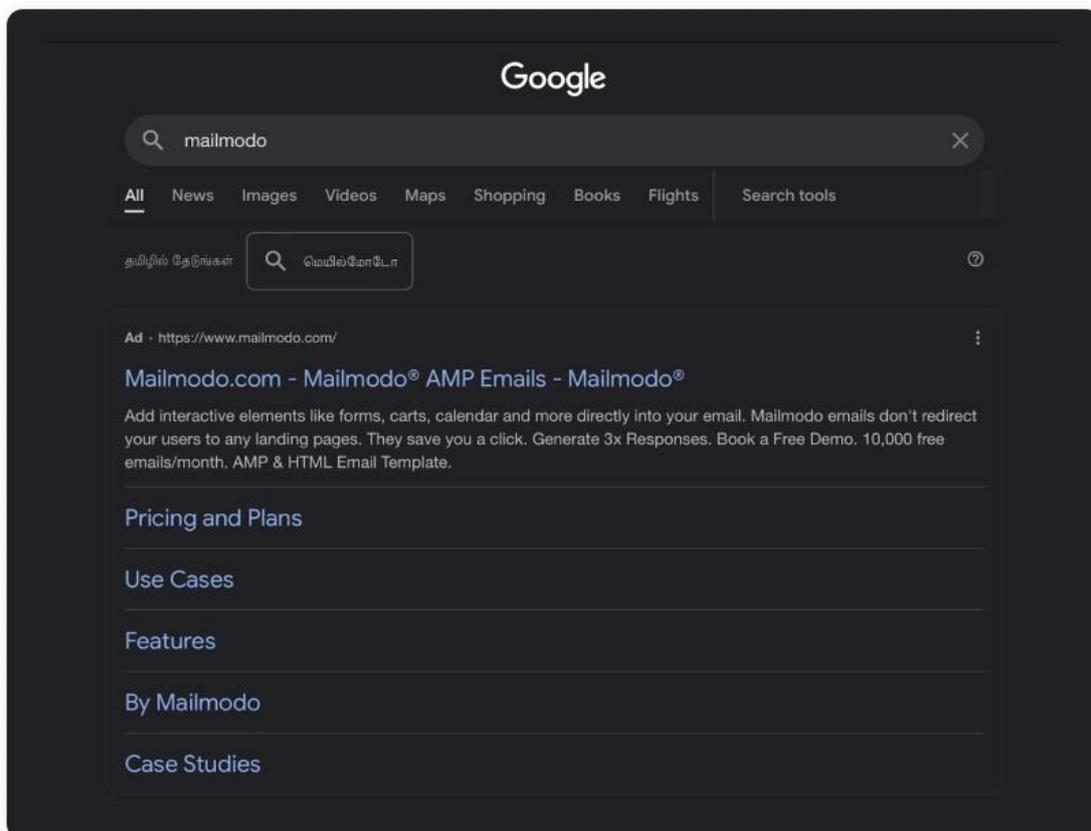
##### 2. Bid-based model

Each advertiser submits a bid using a maximum amount of money they are ready to pay for an advertisement spot in the bid-based model. The publisher then uses automated systems to conduct an auction. When a visitor activates the advertisement, an auction is launched. Remember that the rank of the bids, not the overall amount of money being given, usually determines the auction's winner. The ranking takes into account both the sum of money being offered and the calibre of the content being provided by an advertisement. As a result, the bid is just as significant as the content's relevance.

To understand how PPC model works, let's compare it to the cost per mille (CPM) model, another well-known advertising model. In the cost per mile model, you will pay the host a specified sum for each thousand impressions or views the advertisement receives. As a result, you are essentially paying for individuals to see your advertisement. In pay per click, you will now be charged for each click on your advertisement. As a result, you are only paying for those users that clicked to learn more about your company. The fundamentals of pay per click advertising are as follows. Let's now get more specific and see how various PPC model kinds operate.

### Search engine PPC ads

The first step in pay-per-click advertising on search engines is choosing a few keywords you wish to rank for. Your chosen keywords ought to be associated with your brand. After choosing a keyword, you must then set your bid, or the amount you are prepared to pay, for each click on the associated ad. This sum largely corresponds to the term "cost per click" (CPC). Each advertiser who has placed a bid receives a score from the search engines using a variety of tools. The quality of the advertiser's material and the amount of money they have invested influence the score.



Source: <https://www.mailmodo.com/guides/pay-per-click/>

If someone clicks on your ad, then you will pay the amount you bid, to the search engine, for every click.

### **Website PPC ads**

Now for website PPC ads, the process is a little different. For this type of PPC ad, the host will give you a rate card that contains information about how much they charge for ad placement in different areas of their website. And you can choose where you want your ad to be shown and decide on a flat rate CPC.

In this type of PPC ad, rather than choosing the right keywords to rank for, you have to think about which websites you should place your ads in. And ideally, choose one that is in your niche but not a direct competitor for your brand. These are primarily the two different types of PPC and how they work. Other PPC ads like Facebook ads, LinkedIn ads, Twitter ads, etc., also work similarly. This guide will mainly focus on search and website PPC ads.

## UNIT 3.3: PPC Marketing

### Unit Objectives



At the end of this unit, participants will be able to:

1. Apply basics of PPC marketing

### 3.3.1 Introduction

Online advertisers who utilise PPC (pay-per-click) marketing incur expenses when customers click their adverts. Advertisers place bids based on how valuable they believe a click is in relation to the keywords, platforms, and audience it comes from.

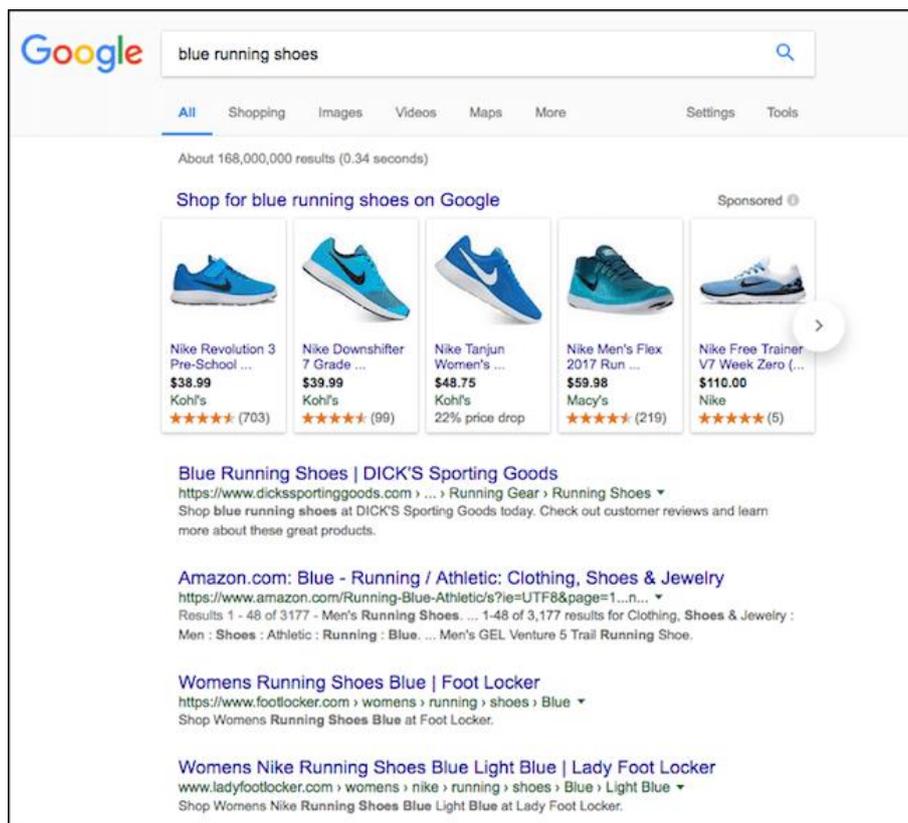
### 3.3.2 The Basics

*Hanapin Marketing* in *Guide to PPC Marketing* describe the PPCAs follows:

PPC is utilised to achieve different kinds of campaign objectives, such as:

Increasing sales, Creating leads, and Increasing brand awareness

The key to PPC is relevancy. At each given time, users are looking for particular goods, services, and information. At the same time this search is taking place, advertisers have the option of displaying a tailored advertisement. For instance, an advertiser may display an advertisement for "blue running shoes" if a user searches for that term.



Source: <https://www.ppchero.com/ppc/>

Through both targeting settings and account structure, advertisers can run successful PPC campaigns as long as relevance is paramount.

### 3.3.3 Main Platforms

#### Google Ads

Google Ads is the biggest pay-per-click platform and is run on Google, Search Partner sites, and Display Network sites. In the past 17 years, Google Ads has undergone numerous revisions since its October 2000 introduction. All types of organisations, from startups to Fortune 500 enterprises, are targeted by Google Ads.

#### Microsoft Advertising

Microsoft Advertising is a pay-per-click system that displays adverts on the Microsoft and Yahoo networks, much as Google Ads. Search Partners are also used by the platform. Keyword-based advertising makes up the majority of Microsoft Advertising. On the Bing Network, Microsoft Advertising had 137 million unique desktop searchers as of 2017\*.

\*Data taken from [advertise.bingads.microsoft.com](http://advertise.bingads.microsoft.com)

### 3.3.4 Account Structure

#### Campaigns and Ad Groups

Advertisers begin by choosing keyword themes and creating individual campaigns. For example, a PPC professional may create a campaign with the theme “Coffee Tables”. Within this campaign are themed subcategories, called **ad groups**. These ad groups may include:

**Oval Coffee Tables**  
**Long Coffee Tables**  
**Round Coffee Tables**

Each ad group then contains themed keyword variations. For example, the “Oval Coffee Tables” ad group may contain these keywords:

**Oval coffee tables**  
**Coffee tables oval**  
**Oval coffee tables on sale**

#### Keywords

Every keyword must be assigned a match type, which defines the queries for which ads will show. There are seven keyword match types:

**Exact** – Query must be typed in exactly

**Exact (Close Variant)** – Query must be typed in exactly, but can include misspellings or other variants

**Phrase** – Query must be typed in correct order, even if there are additional terms before or after the query

**Phrase (Close Variant)** – Query must be typed in correct order, even if there are additional terms before or after the query. Query can include misspellings or other variants

**Broad** – Query can be typed in any order and will potentially show ads for similar searches

**Modified Broad** – Query can be typed in any order, but must include terms that contain a plus sign

**Broad (Session-Based)** – A form of broad match that takes into account other queries from that user’s search session

Here is a table of the match types, keywords, and potential search queries.

Match Type	Keyword	Potential Search Query
Exact	[coffee tables]	coffee tables
Exact (Close Variant)	[coffee tables]	coffe tables
Phrase	"coffee tables"	coffee tables for sale
Phrase (Close Variant)	"coffee tables"	coffe tables on sale
Broad	coffee tables	coffee stands
Modified Broad	+coffee +tables	tables for coffee
Broad (Session-Based)	coffee tables	leather ottomans

Source: <https://www.ppchero.com/ppc/>

### Negative Keywords

Negative keywords can be added in addition to the positive ones to help weed out unqualified traffic. For instance, a searcher looking for a "free coffee table" is not interested in making a purchase. The advertiser's ad won't appear when a search term including the word "free" is input if this phrase is added as a negative keyword. Negative keywords that are related to "bargain" or "cheap" could be useful for a business that sells high-end goods.

### Audiences

Users can be grouped into audiences in a variety of ways. Remarketing most frequently makes use of audiences. On the basis of certain page views, time spent on the site, pages per visit, and other factors, audiences can be built. Audiences are bid upon based on relevancy, much like keywords. Advertisers might, for instance, bid higher to remarket to shopping cart abandoners than to homepage viewers.

## 3.3.5 Ad Copy

### Expanded Text Ads

Once ad groups are created and the keywords chosen, ads can be written. Ads should include the targeted keyword theme, any value propositions, and a call to action.

Google Ads text ad structure and character limits are as follows:

**Headline 1** – Up to 30 characters (including spaces)

**Headline 2** – Up to 30 characters (including spaces)

**Description Line** – Up to 80 characters (including spaces)

**Path 1** – Up to 15 characters

**Path 2** – Up to 15 characters

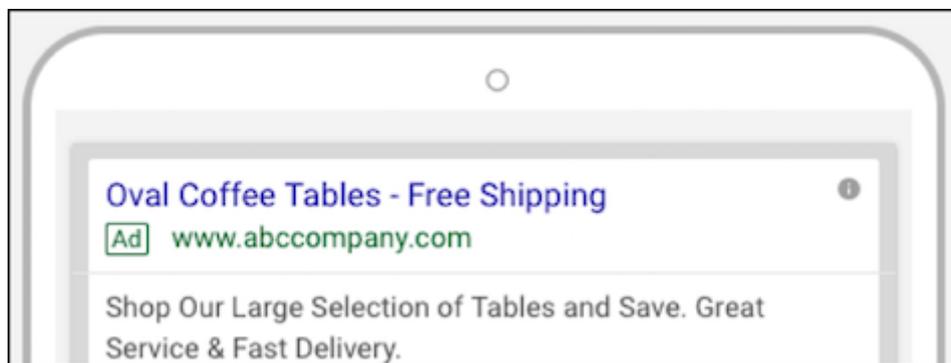
Ads cannot contain excessive capitalization, punctuation, or misleading statements. Keep in mind that the display URL will combine the root of the final URL with Path 1 and Path 2.

It should be noted that Expanded Text Ads replaced traditional Text Ads in both Microsoft and Google. While still currently eligible to serve within Google Ads, advertisers can no longer create new variations of the traditional ad format. For reference, this consisted of a 25 character headline and a pair of 35 character description lines.

Every ad group should contain at least two ads for testing purposes. Here is an example of an “oval coffee tables” ad:



Here is an example of a mobile version of the “oval coffee tables” ad.



You’ll write one version of the ad copy that will be automatically formatted for both desktop and mobile. When writing your copy be aware that it will show on both desktop and mobile and make sure the copy works well on both formats.

Upon clicking, visitors should be taken to a page that continues the ad messaging. This is called the landing page, and it should contain a selection of oval coffee tables with messaging around free shipping.

### **Product Listing Ads (PLAs)**

Product Listing Ads are square units used in eCommerce PPC campaigns that contain product titles, images, and prices.

Shop for oval coffe... on Google Sponsored ⓘ

 <p>Garens Coffee Table Hokku ...  <b>\$244.99</b>            Wayfair            Free shipping</p>	 <p>Round Marble Coffee Table - ...  <b>\$299.00</b>            Article</p>	 <p>Moe's Home Parq Oval Coffee ...  <b>\$595.00</b>            Sleek Modern F...            Free shipping</p>
 <p>Landon Occasional ...  <b>\$189.00</b>            The Design Net...            Free shipping</p>	 <p>Bassett Mirror Cole Oval ...  <b>\$279.00</b>            Gilt.com</p>	 <p>Alaterre Revive Reclaimed Oval ...  <b>\$283.99</b>            Houzz            Free shipping</p>

→ More on Google

PLAs utilize Google product feeds, and must be connected to a Google Merchant Center account. Microsoft Advertising contains a similar feature called Product Ads that also requires the use of a Bing Merchant Center account.

### Image Ads

Advertisers can run Display Network campaigns that utilize image ads. These ad units show within and around the content of millions of sites across the Display Network. You can choose to create a responsive ad that will automatically adjust size depending on where it is shown or utilize the 19 standard image sizes below.

- 200 x 200
- 240 x 400
- 250 x 250
- 250 x 360
- 300 x 250
- 336 x 280
- 580 x 400
- 120 x 600
- 160 x 600
- 300 x 600
- 300 x 1050

- 468 x 60
- 728 x 90
- 930 x 180
- 970 x 90
- 970 x 250
- 980 x 120
- 320 x 50
- 320 x 100

### 3.3.6 Settings

#### Campaign Types

**Search Network** – This is the most common targeting option. The Search Network consists of google.com and Google's Search Partners such as aol.com, amazon.com, and many more. The Search Network is primarily keyword based advertising. In other words, searchers type in queries for which ads are shown.

**Display Network** – This network consists of millions of sites that agree to show Google text, image, and video ads. These ads are shown within the site's content and don't utilize traditional keyword based targeting, but rather audiences and demographics. For example, a user may visit a blog that speaks to the history of coffee tables. Even though the user isn't necessarily in a buying mode, the content is relevant to coffee tables. The user may or may not click the ad, but is ultimately now aware of the brand.

**Search Network with Display Opt-In** – This targeting option is a combination of both networks. In the new Google Ads experience this replaced Search Network with Display Select. Now you'll create a regular Search Network campaign and opt-in to the Display Network. The caveat is that Google determines when and where ads may perform best, taking control away from the advertiser. The preferred option is to break out campaigns by network, but Search with Display Opt-In is worth testing.

**Shopping: Product Listing Ads** – PLAs are shown on Google and Microsoft. After submitting a product feed to Google Merchant Center, Shopping campaigns can be created in Google Ads. Advertisers create product groups to which they can bid on various feed attributes. These attributes include:

- Brand
- Category
- Condition
- Item ID
- Product Type
- Custom Attributes

Shopping campaigns do not contain keywords. Both search engines match user queries to the product they deem most relevant. Thus, it is important to ensure all products have accurate information as well as clear titles and descriptions.

## Device Targeting

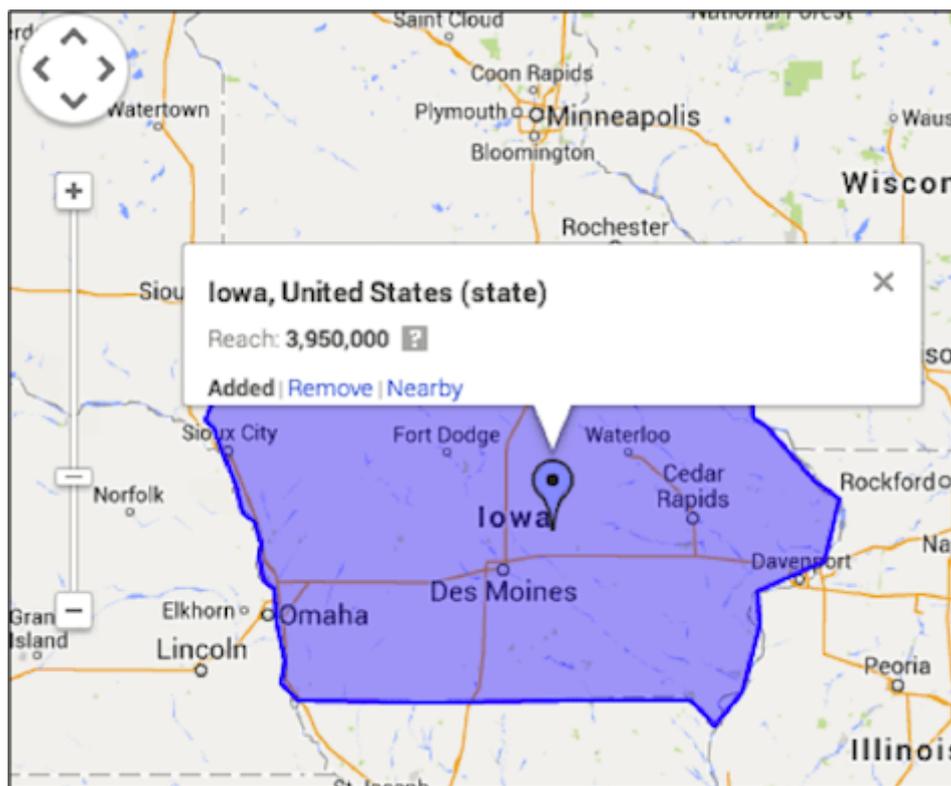
Ads can be shown across all devices, including:

- Desktops/Laptops
- Tablets
- Mobile Devices

Desktops/laptops and tablets are considered similar enough by the search engines that the same bid is applied to these platforms. Mobile devices can have a bid modifier. For example, if the bid is \$1.00 and the mobile bid modifier is set to -50%, the bid on mobile devices becomes \$0.50. A bid modifier of 150% would set the mobile bid at \$1.50.

## Location Targeting

PPC targeting is extremely granular, going down to the zip code level. Advertisers have many options to ensure that their ads show only in desired locations. The example below showcases a campaign only targeting Iowa.



Bid modifiers can be setup by location. For example, advertisers targeting all 50 states can set separate modifiers by location.

State	Modifier
Alaska	-50%
Montana	25%
New York	30%
Oregon	-10%
Tennessee	-15%

### Ad Scheduling

Advertisers have the ability to run ads only at desired times. Whereas an ecommerce campaign may run ads 24/7, a brick and mortar store may only show ads during business hours. Ad scheduling allows easy management of when ads will show.

Also, just like device and location, bid modifiers can be set for both days and hours. For example, weekends may drive more revenue so bids could be 20% higher on Saturdays and Sundays. Or, poor quality traffic comes in from midnight to 4 AM so the modifier might be set at -80%.

### Budget

Each individual campaign is allowed a daily budget. Budgets should be created in accordance with account goals.

**Daily budget**

Enter a daily budget

\$ 50

[Apply from Shared library](#)

▼ [Delivery method](#)

Your daily budget is the most you're willing to spend each day on your campaign. Actual daily spend may vary. ?

### Delivery Method

There are two options for which ads are delivered: standard and accelerated. The standard delivery method shows ads evenly throughout the day. This option is good for advertisers who may have budget restrictions and want to ensure their ads show throughout the day. Depending on the budget concerns, ads will not show at all times. Accelerated delivery method shows ads until the budget is depleted. This option is best for advertisers who may not have budget restrictions and want to ensure their ads show for every query.

### Ad Delivery

There are two options for which your ads will be delivered by Google:

**Optimize** – Delivery is based upon ads expected to produce higher click volume.

**Rotate indefinitely** – Ads are delivered more evenly into the ad auction, but they are not optimized toward any kind of goal like clicks or conversions.

### 3.3.7 Technical PPC

#### Conversion Tracking

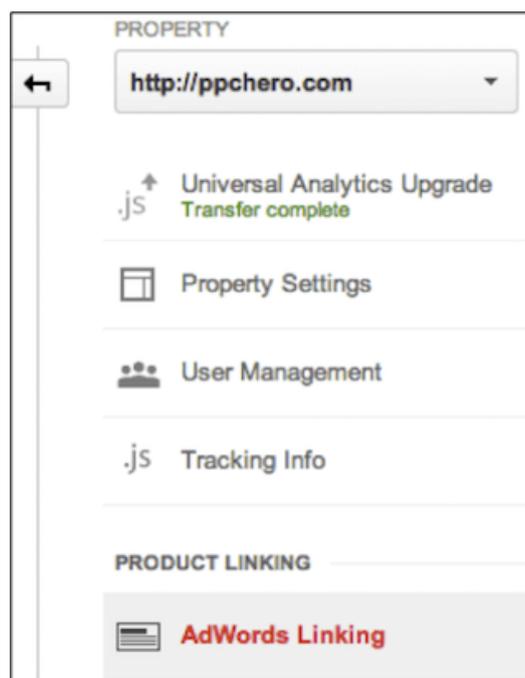
Advertisers have the ability to create conversion goals in order to gauge account performance. Both platforms provide code snippets that can be placed on key pages— generally order confirmation or thank you pages. Advertisers are able to determine whether ad clicks are turning into conversions.

Google Ads allows many types of conversion tracking, including:

- Webpage
- Mobile or tablet app
- Calls from ads using call extensions
- Calls to a Google forwarding number on your website
- Clicks on a number on your mobile website
- Imported goals (from third party platforms like Sales force)

#### Google Analytics

Google Ads accounts can be linked to Google Analytics accounts to provide information on post click behavior. It is highly recommended that these accounts be linked in order to get a more complete picture of the conversion funnel. In order to link the accounts, the Google Ads ID number must be entered in the “Admin” section of Google Analytics.

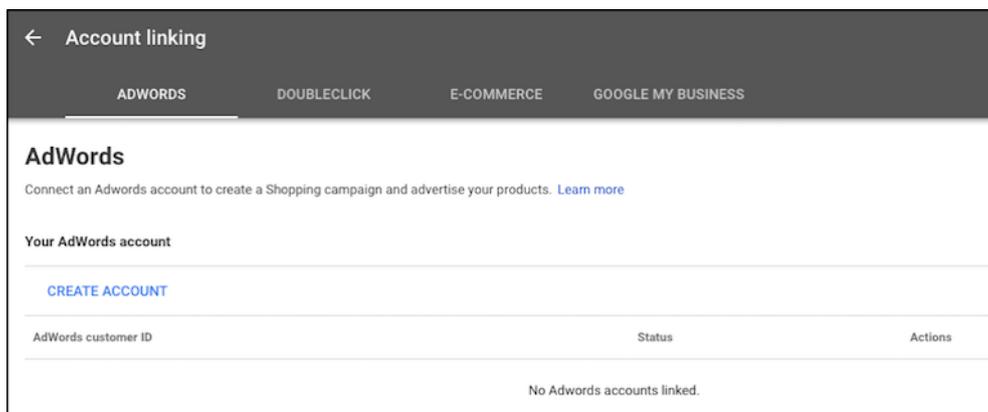


Once added, the connection can be confirmed by navigating to “Account Settings” and then “Linked accounts.” The “View details” section will show the link.

The account can also be linked to Webmaster Tools, which will show how ads and the organic listings perform.

### Google Merchant Center

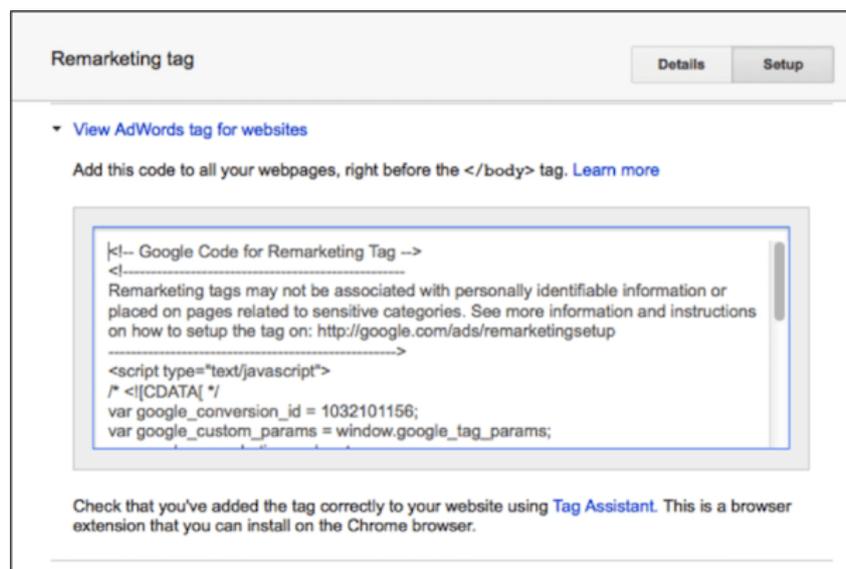
In order to run Google Shopping campaigns, or PLAs, the Google Merchant Center account must be connected to Google Ads. Similar to Google Analytics, the Google Ads ID must be entered into the “Settings” section of the Merchant Center account.



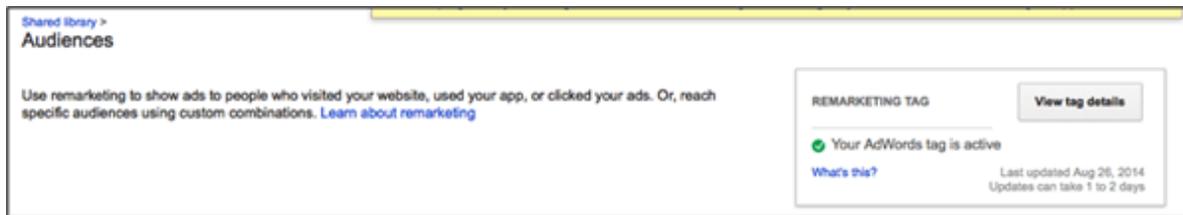
Once connected, Merchant Center account information will show within the “Tools” section in Google Ads.

### Remarketing

Setting up Google remarketing code is a fairly simple process. Within the Shared Library is the remarketing tag.



The code needs to be copied and placed on every page of the site before the closing `</body>` tag. The code can then be validated by going back into the Shared Library.



### 3.3.8 Ad Extensions

Ad extensions are additional links and details that show supplementary information about your business to enhance the basic PPC ads. Certain ad extensions are manual choices, which you can control. Search engines may also automatically generate some ad extensions. The main advantage of ad extensions is that they help improve the click-thru-rate (CTR) of the ad headline because the ads are larger in size and therefore more prominent on the search engine results pages (SERPs). There are many ad extensions.

#### Site link Extensions

Site link extensions are additional links to help searchers navigate deeper into your website. Site link extensions are manual additions, and can be added within the interface or in the editor, both in Google and Microsoft. The actual site links should be relevant to the search term.

#### T-Shirt Printing From \$3.17ea - We Print & Ship In 24 Hours

**Ad** [www.boltprinting.com/T-Shirt/Printing](http://www.boltprinting.com/T-Shirt/Printing)

4.7 ★★★★★ rating for boltprinting.com

No Set-Up Charges + Free Shipping - Call Today Or Order Online To Save!

Brands: Gildan, Canvas, Bella, Anvil

Types: Basic Tees, Concert Tees, Performance Tees, Ladies Tees, Kids Tees

Ladies Collection

Lightning Fast Printing

Custom T-Shirts

Accessories

Site links can also include descriptions, known as enhanced site links.

#### pizzahut.com - Pizza Hut® \$7.99 Deal - Order Online and Save

**Ad** [www.pizzahut.com/](http://www.pizzahut.com/)

Get a Large Two Topping Pizza for Just \$7.99 When You Order Online.

Great deals online · Hand-tossed crust · Amazing toppings · Speedy delivery · Pizza & wings

Types: Cheese, Pepperoni, Meat Lover's®, Veggie Lover's®, Supreme

📍 Denver, CO - (303) 692-8008 - Open today · 10:00 AM – 11:00 PM

**Order Online**

Choose from a Wide Selection of  
Your Favorites and Order Online Now

**Pizza Hut® WingStreet™**

Enjoy Wings, Sides & Dips Delivered  
To Your Door From Pizza Hut®

## Location Extensions

Location extensions are great for brick and mortar businesses. Location extensions show the business address and are available in Google and Microsoft. Google requires that a Google My Business account is setup and connected to Google Ads.

### Oil Change Near Me - South Park Tire & Auto Center - southparktire.com

**Ad** [promotions.southparktire.com/oil-change](https://promotions.southparktire.com/oil-change) ▼

Stop in for a quick oil change. Make your appointment online!

[Coupons & Specials](#) · [Contact the Shop](#) · [Repair Services Offered](#)

[8081 S Broadway, Littleton - \(303\) 798-6911 - Open today · 7:30 AM – 6:00 PM](#) ▼

## Call Extensions

Call extensions are available in both Google and Microsoft and give advertisers two possibilities. On mobile devices, call extensions supplement ads with the ability to click-to-call, giving mobile searchers an easy way to call the business. Keep in mind that call extensions are now part of Google Ads' dynamic ad extension options. In the event that calls are of no use to your business, consider opting out of this feature.

**\$19.99 Oil Change At Midas - Schedule Appointment Online - midas.com**

**Ad** [www.midas.com/OilChange/Coupon](http://www.midas.com/OilChange/Coupon)

3.9 ★★★★★ advertiser rating

\$10 Off High Mileage / Synthetic. Includes Tire Rotation, Filter & More. Oil Change & Oil Filter. Synthetic Oil Available. Find Your Nearest Midas.

[Coupons](#) [Online Appointments](#) [Estimates](#)

1.2 mi · Denver · S Colorado Blvd

Phone icon

On desktop ads, call extensions allow a phone number to show within the vicinity of an ad. Again, users have the option to call the number instead of clicking the ad.

**Cheap \$19 MA Insurance**

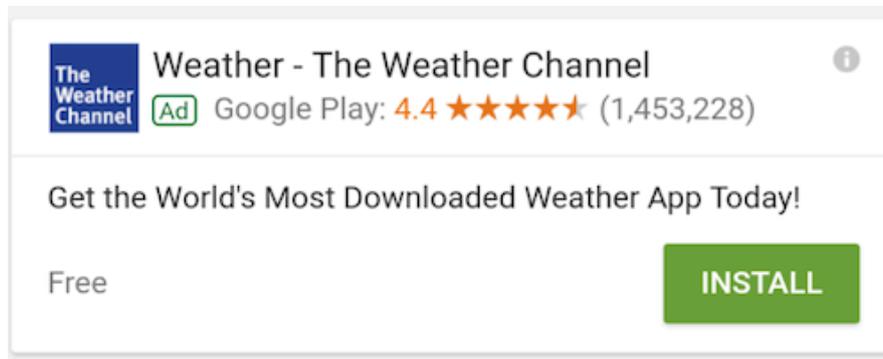
[www.insure.com/Massachusetts](http://www.insure.com/Massachusetts) ▼

**(800) 861-0652**

Save on Auto, Home, Health & Life.  
We've Got All Your Needs Covered.

### App Extensions

App extensions or application extensions is a feature in Google. This extension works great for businesses looking to promote application downloads and engagement.



### Consumer Ratings Annotations

Consumer ratings are extra annotations that promote business ratings based on various customer surveys. This extension is only found in Google and is automatically populated. Google pulls these ratings from trusted sources and specifies that businesses must have at least 30 unique reviews in order to show. Consumer rating extensions are determined only for certain businesses and industries based on Google's discretion.

#### Example Brokerage

**Ad** [www.example.com](http://www.example.com)

Explore The Advantages of Our Brokerage Account

Ratings: Selection 9.5/10 - Sign Up 10/10 - Fees 9/10

### Seller Ratings Extensions

Seller Ratings are similar to consumer ratings in that ratings are automatically pulled by Google based on trusted website reviews. Google will show these ratings when a business has had at least 30, 4 plus star reviews over a 12-month period.

#### Esurance® Auto Insurance - Ranked Highest

**Ad** [www.esurance.com/Colorado](http://www.esurance.com/Colorado) ▾

4.8 ★★★★★ rating for esurance.com

Highest Customer Satisfaction Among **Auto** Insurers in California - JD Power  
 Insurance coverage: Personalized for you, Collision, Comprehensive, Liability  
 Find Discounts · Fast, Free Quotes · What does it cover?

This extension also takes into account the overall business process. Businesses that successfully roll out rating and review extensions create processes whereby they ask customers for feedback on a regular basis. Search engines also have processes to identify fake reviews as well. Part of this process involves a natural flow of ratings. For example if a business were to suddenly get fifty 5-star ratings in single a month, it would indicate to the search engines the potential for fraudulent reviews.

### 3.3.9 Tools

Working in PPC rocks .The search engines want to maximize revenue. As account managers, we are in charge of this spend. The search engines are incentivized to keep the people managing budgets happy, while providing tools to justify increasing spend. Here is a preview of various tools that can support an effective PPC campaign.

#### Change History

Change history can be found in both Google Ads and Microsoft Advertising. The change history catalogs past updates, from bid changes to sitelink additions. The data includes the alias or login email that made the modification and the date and time of the change. The change history can be exported.

Date and time	Changed by	Entity type	Entity name	Attribute changed	How changed	Old value	New value	Campaign	Ad group
7/4/2014 6:37:20 AM	[REDACTED]	Keyword	[REDACTED]	Exact match bid	Changed	0.4200	0.3300	Hydraulic	Hydraulic
7/4/2014 6:37:20 AM	[REDACTED]	Keyword	[REDACTED]	Exact match bid	Changed	0.7700	0.3300	Hydraulic	Hydraulic
7/4/2014 6:37:20 AM	[REDACTED]	Keyword	[REDACTED]	Exact match bid	Changed	4.1400	0.3300	Hydraulic	Hydraulic
7/4/2014 6:37:20 AM	[REDACTED]	Keyword	[REDACTED]	Exact match bid	Changed	4.8900	0.3300	Hydraulic	Hydraulic
7/4/2014 6:37:20 AM	[REDACTED]	Keyword	[REDACTED]	Exact match bid	Changed	0.3000	0.3300	Hydraulic	Hydraulic
7/4/2014 6:37:20 AM	[REDACTED]	Keyword	[REDACTED]	Exact match bid	Changed	2.3700	0.3300	Hydraulic	Hydraulic
7/4/2014 6:37:20 AM	[REDACTED]	Keyword	[REDACTED]	Exact match bid	Changed	2.7700	0.3300	Hydraulic	Hydraulic

#### Keyword Planner

The Keyword Planner is a tool delivered through Google Ads, which is used to discover and plan your campaigns, keywords, and ad groups. The tool also provides performance data approximations. You can use the data in the Keyword Planner to estimate starting bids and budgets for your PPC accounts.

### Find new keywords and get search volume data

Search for new keywords using a phrase, website or category

Enter one or more of the following:

Your product or service

Your landing page

Your product category

Targeting [?](#)

Argentina

Spanish

Google

Negative keywords

Date range [?](#)

Show avg. monthly searches for: last 12 months

Customize your search [?](#)

Keyword filters

Keyword options

Show broadly related ideas  
 Hide keywords in my account  
 Hide keywords in my plan

Keywords to include

[Get ideas](#)

## Display Planner

The Display Planner is a tool used when architecting Display Network campaigns. This tool lists websites, keywords, topics, and interests that your target audience is likely to utilize. The Display Planner recommends thousands of fresh websites, apps, and video channels.

### Find new targeting ideas

Search for new targeting ideas using a phrase, website or category

Enter one or both of the following:

Your customers are interested in

Your landing page

Campaign targeting

United States

English

Bidding type

CPC bidding

Filters

Ad formats and sizes

Text, Image, HTML5

[Get ad group ideas](#) [Get placement ideas](#)

## Ad Preview and Diagnostics

The Ad Preview and Diagnostics tool helps establish why your ad might not be displaying for an individual search term. This tool can be used in the Google Ads Interface. Enter the location and language and the tool will run in the background and populate results.

# PLANNING

## Keyword Planner

## Ad Preview and Diagnosis

Ad Preview and Diagnosis Tool

Location: Denver, Colorado, United States | Language: English (US) | Device: Desktop | Domain: www.google.com

✓ Your ad is showing

For the keyword (atlas travel insurance)

Preview of search results

Google [Search Bar]

Insurance - Custom Plans, Quick Enrollment - [Redacted]

Free Quote On [Redacted] Health Insurance. Instant Approval & Many Benefits!

Explore the Benefits - Affordable coverage - Immediate Confirmation - 24/7 Travel Assistance

Insurance coverage: Travel Health Insurance, Group Travel Coverage, Visitors Insurance, Family Travel I...

Get A Quote | Parents Visitor Insurance

Compare Atlas Plans

## Opportunities

### Opportunities

**Set audience bid adjustments** to reach your target audience

Some of your audiences

All Converters	Converted Visitors
Atlas Landing Page	Converters (STM)
Atlas Visitors Minus Converters An...	HM - Atlas Travel Visitors - P300

[VIEW 10 OPPORTUNITIES](#)

**Enable Enhanced CPC** to bid more efficiently for conversions

- Raises your bids for clicks more likely to lead to a conversion
- Lowers your bids for clicks less likely to lead to a conversion

[VIEW 6 OPPORTUNITIES](#)

**Use standard delivery** to optimize your limited budget and get a better ROI

Some of your impacted campaigns

Google\_Search\_Brand\_US\_High\_Mobile

[VIEW OPPORTUNITY](#)

**Change your ad rotation** setting to show your best ads and get more clicks

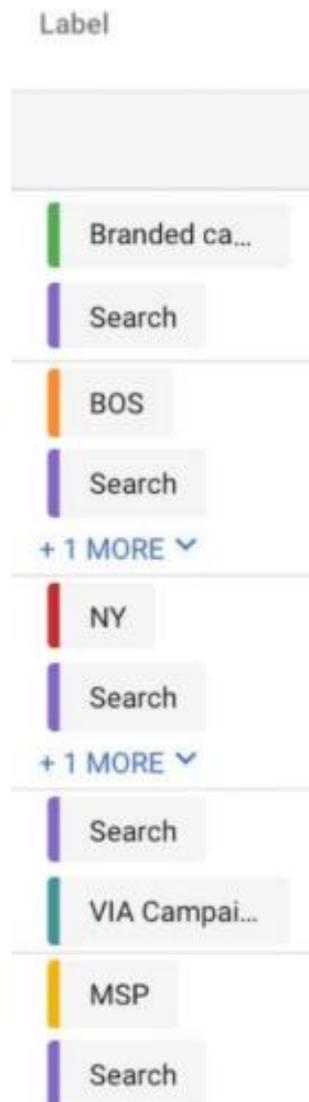
Clicks	CTR	Cost
<b>+31</b>	<b>+3.32%</b>	<b>+\$68.76</b>

Weekly estimates

[VIEW OPPORTUNITY](#)

## Labels

Labels are like Post-It notes and built-in documentation for campaigns, ad groups, keywords, and ads. Labels can be used for anything, from ad creation dates to top performing keywords. Labels are especially useful in accounts with multiple account managers or specific segments with varied goals. Once properly applied it is much easier to assess campaign performance for a specific initiative.



## Automated Rules

Automated rules are unique to Google Ads. These rules are set using any number of performance criteria and can run on a schedule. The rules are meant to make account management less tedious, but should never fully replace the human touch. It is also worthwhile to set some type of performance threshold or safety rule to account for performance degradation.

Create a new rule for campaigns

Type of rule  
Pause campaigns ▼

Apply to campaigns ⓘ

All enabled campaigns  
 All enabled and paused campaigns  
 Select campaigns

Condition ⓘ

Campaign name contains Promo × + ADD

Define the frequency to run your action ⓘ

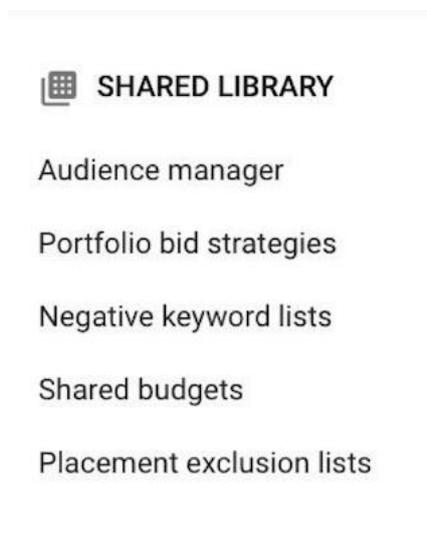
Frequency  
Once ▼ Oct 17, 2017 ▼ 4:00 PM ▼ using data from Previous day ▼ ⓘ

Email results  
Only if there are changes or errors ▼

Rule name  
Pause Sale

### 3.3.10 Shared Library

The Google Ads shared library allows advertisers to manage changes across multiple campaigns.



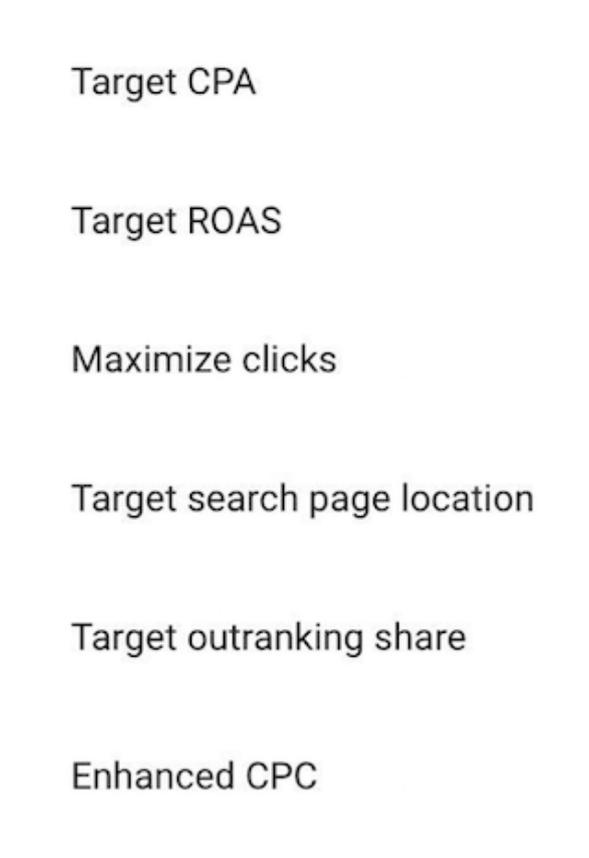
## Audiences

Audiences can be added to Display, Remarketing, and Remarketing Lists for Search Ads campaigns.

<input type="checkbox"/> Audience name	Type	Membership status	Size: Search	Size: YouTube	Size: Display	Size: Gmail
In-use						
<input type="checkbox"/> Academy audience	YouTube Rule-based YouTube	Open	170,000	740,000	800,000	1,700
<input type="checkbox"/> All converters People who converted on your site. Based on your conversion tracki...	Website visitors Automatically created	Open	39,000	39,000	39,000	8,400
<input type="checkbox"/> Customer Match - Other	Customer list Uploaded	Open	1,100	1,100	Incompatible	1,100

## Bid Strategies

Bid strategies are a form of automated bidding where control is handed to the search engine based on predetermined goals. Bid goals are setup within the shared library and the search engine changes the auction bids through algorithms. There are several different strategies that can be employed at the campaign and ad group level.



**Enhanced CPC** – A bidding feature where your max bid is spontaneously raised for you if Google believes that the click will convert. Your maximum bid using this bid strategy can be up to 30% higher when your ad is competing for a spot on the SERP. If Google does not think that your ad will convert then your bid is decreased in the auction. The last part of the Enhanced CPC bidding feature

is that your bid will stay at or below the maximum bid you set for certain auctions. Google's algorithms evaluate the data and adjust bids.

**Target Search Page Location** – This flexible bidding strategy changes bids so your ads can be consistently shown either at the top of the page or on the first page of the SERPs. This strategy is great when your goal is to maximize the number of people who see your ads.

**Target CPA** – This strategy sets bids to maximize conversions at your target cost-per-acquisition. This strategy works well when wanting to keep costs down while growing conversions.

**Maximize Clicks** – A flexible bid strategy that will set bids to help you get as many clicks as possible while maintaining spend. This strategy is useful when click volume is the primary goal.

**Target Return on Ad Spend (ROAS)** – Some businesses, particularly e-Commerce, place higher value on certain conversions over others. The target ROAS is a strategy that sets bids to maximize conversions within a target ROAS goal

**Maximize Conversions** – Since this bidding strategy can be applied to one campaign at a time you won't find it under shared library. Proceed to the settings tab of a given campaign in order to capitalize on this automated strategy which seeks to push your campaign budget to its maximum value.

## **Budgets**

Typically, daily budgets are setup for each campaign, but sometimes you want these funds to shift between campaigns depending on what's working. The shared budget feature saves the time spent managing and monitoring individual campaign budgets. Using a shared budget, Google Ads will adjust the budget. There is one daily amount for the entire account or a group of campaigns within the account.

## **Campaign Negative Keywords**

Negative keywords can be managed through the shared library, saving time adding negative keywords to multiple campaigns. Most account managers have certain lists of adult terms or industry exclusions that are standard for an account. Maintaining the lists in the shared library saves time. The lists can be added account wide or to selected campaigns in the account.

## **Campaign Placement Exclusions**

Much like negative keywords, in Display campaigns certain websites convert poorly. Adding a list of campaign placement exclusions will allow the list to be shared across multiple Display campaigns.

### 3.3.11 Reporting

#### Search Query Reports (SQRs)

Search query reports are extremely useful and are one of the top optimization techniques. SQRs can be run in both Google and Microsoft and can be used to find irrelevant search queries to be added as negative keywords. This report can also be used to unearth new ideas for keyword expansion. It is suggested that SQRs be run at least twice a month.

200 selected (or select all 748,365)		Edit	Label	Search terms	Auction insights		
<input checked="" type="checkbox"/>	<input type="radio"/>	Keyword	Campaign	Ad group	Status	Max. CPC	Match type
Total: All but removed keywords							
<input checked="" type="checkbox"/>	<input checked="" type="radio"/>	flights to Am...	Search - US - RDSA - Cust...	Flights To- Customer Mat...	Eligible	£4.00	Broad match
<input checked="" type="checkbox"/>	<input checked="" type="radio"/>	flights to Bar...	Search - US - RDSA - Cust...	Flights To- Customer Mat...	Eligible	£4.00	Broad match

#### Placement Reports

Placement reports show the websites within the Display network where your ad was shown. You can adjust bids for certain websites or exclude websites that are producing non-converting traffic. It is best practice to run a placement report at least twice a month.

Keywords		Filter	Network: YouTube and Display	Cost	Clicks	Impr.	CTR	Avg. CPC	Cost / conv.
<input type="checkbox"/>	<input type="radio"/>	Placement							
<input type="checkbox"/>	<input checked="" type="radio"/>	freerehabcenters.org		\$18,802.79	5,500	256,058	2.15%	\$3.42	\$115.27
<input type="checkbox"/>	<input type="radio"/>	momswothink.com		\$7,029.25	3,279	4,849,211	0.07%	\$2.14	\$0.00
<input type="checkbox"/>	<input checked="" type="radio"/>	manta.com		\$5,062.07	2,864	230,886	1.24%	\$1.77	\$1,265.52
<input type="checkbox"/>	<input checked="" type="radio"/>	about.com		\$7,093.44	2,661	2,337,094	0.11%	\$2.67	\$6,994.23

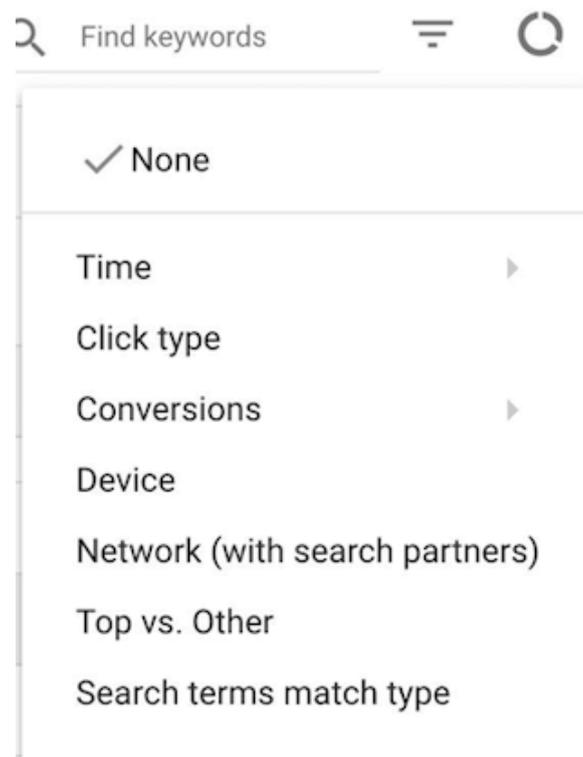
#### Auction Insights Report

Found in Google Ads, this report is used to determine what companies are competing against your business in the search auctions. The Auctions Insights Report is a great place to look at your impression share relative to the competition, and then determine if you should increase bids and or budget to become more competitive in the auction. Another useful feature of this report is determining if you are competing against businesses in other industries. This could mean you need to add negative keywords to your campaigns or reconsider some of the keywords on which you are bidding.

Display URL domain	Impression share	Avg. position	Overlap rate	Position above rate	Top of page rate	Outranking share
wowair.us	23.15%	2.1	21.09%	27.34%	96.92%	50.93%
tripadvisor.com	19.15%	3.1	22.24%	14.07%	96.28%	52.36%
fare-finder.com	18.52%	2.8	19.44%	2.54%	98.08%	53.78%
justfly.com	14.69%	2.9	15.82%	6.25%	95.76%	53.52%

## Segmentation Options

When running reports in the search engines you always have the option to further segment your data. You can segment by device, time, network, and much more . There are many different options to choose from giving you the granularity you desire. These can be located on many of the tabs in Google Ads. Some segments will only apply to certain sub-sets of data, and other segments can be found once you download the report from the interface.



## Download

Excel .csv ▾

Compress file

Segments ⓘ

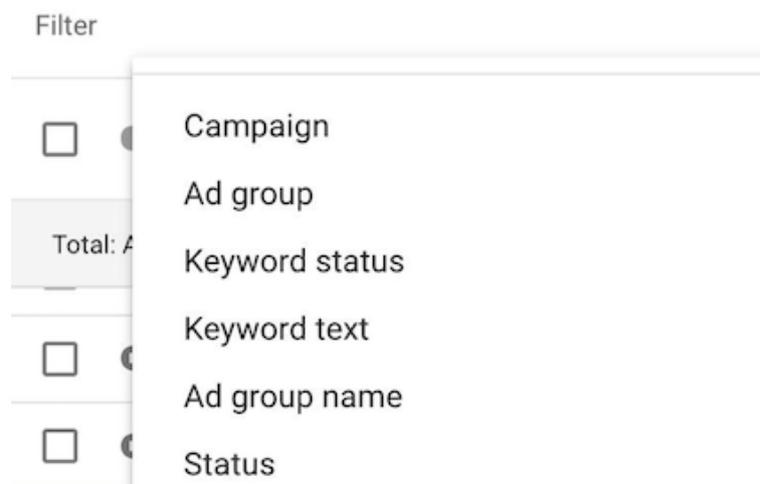
Click to add segments

- Day of the week
  - Click type
  - Conversion action
  - Conversion category
  - Conversion source
  - Device
- Save this report (optional)

CANCEL DOWNLOAD

## Filters

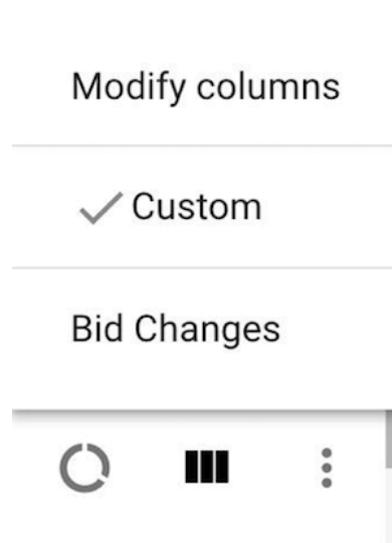
Filters can be created and saved in Google Ads and Microsoft Advertising. They are especially useful when reviewing large campaigns and trying to break them down into more digestible pieces for analysis. You can filter based on all types of performance data and then make bid changes to the filtered group or other actions based on your goals.



Filter Campaign name contains Evergreen × Cost / conv. > £125.00 ×

## Columns

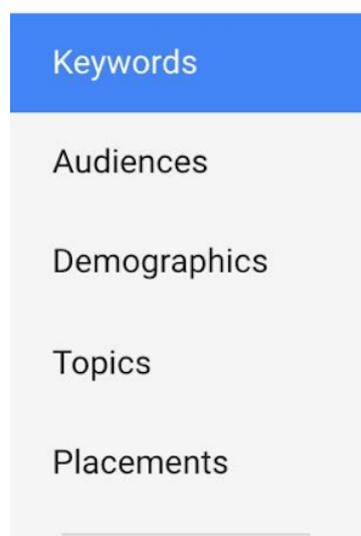
Columns are another cross advertising platform feature that shows pre-determined metrics. Columns can be edited on all tabs within the engine interfaces. You can add data such as assisted conversations, competitive impression share metrics, conversion data calculations, and more. Columns act as a great way to customize the interface and view for your goals and analysis needs.



## 3.3.12 Display Network

The Display Network is a great way to drive a larger volume of traffic than Search. Average costs per clicks tend to be less expensive on the Display Network, but the traffic isn't always as qualified. It's important to test all of the Display Network targeting options to ensure quality traffic is coming in.

### Targeting Options



## Display Keywords

Using keywords on the Display Network is called contextual targeting. These keywords match your ads to websites with the same themes. For instance, the Display keyword “shoes” will match to any website that Google deems is related to shoes. These keywords aren’t used as literally as Search keywords, and they’re all considered broad match. Keywords in an ad group act more like a theme. Display keywords can be used alone, or you can layer them with any other targeting method to decrease scope and increase quality.

## Placements

Placements are the sites on which your Display ads are shown. You can opt to let Google Ads choose placements based on your targeting methods, or you can choose to manually select placements for your ads to appear. Manually selected placements are called “Managed Placements.”

One common way to manage Display campaigns is to pull regular placement reports, in which you identify both great and poor performing sites. You add the sites with great performance to your “managed placements” to ensure you’re capturing a high share of impressions on that site, and you exclude the poor performing placements.

Remember, depending on your targeting methods, the placement might not be that important. If you’re targeting the user through interests or remarketing, the placement is just where that user visits. Of course, some sites will still perform better than others, but keep in mind which targeting method you’re using when evaluating placement performances.

## Topics

Display Topics are themes you can select, which Google will then use to find sites that match that theme to display your ads. Topics work in much the same way as Display keywords, except that you select the theme instead of creating a theme with your own keywords. You also have keyword level bidding with Display keywords, and only Topic level bidding with Topic targeting. Placement reports for Topic targeting should evaluate if the site actually matched the intended theme for the placement.

A way to determine which Topics to target is by deciding which themes match the services or products you are marketing. However, if you have less of a direct response goal and more of a branding or impression goal, you could also select Topics that you believe your targeted audience would be interested in.

Search by word, phrase, or URL	2 selected	CLEAR ALL
<input type="checkbox"/> Books & Literature		
<input type="checkbox"/> Business & Industrial		
<input type="checkbox"/> Computers & Electronics		
<input type="checkbox"/> Finance	Finance	
<input type="checkbox"/> Accounting & Auditing <input type="checkbox"/> Banking <input checked="" type="checkbox"/> Credit & Lending <input checked="" type="checkbox"/> Financial Planning & Management <input type="checkbox"/> Grants, Scholarships & Financial Aid <input type="checkbox"/> Insurance	Financial Planning & Management Credit & Lending	<input type="checkbox"/> X <input type="checkbox"/> X

## Interests

Interests are very similar to Topics. In fact, they are the same themes. However, the key difference is that Topics target websites and Interests target users. Google gleans user interest based on browsing history or self-selected interests if they're logged in to their Google account. This allows your ads to appear on whatever site someone with your targeted interests is on, even if that site isn't related.

All audiences:	
Affinity	>
Groups of people based on their long term interest	
In-market	>
Consumers actively researching products	
Remarketing	>
People who previously interacted with your business and similar audiences	
<b>17 selected</b>	

## Demographics

Demographic targeting allows you to take an audience centric approach to ad delivery. This allows you to either adjust bidding or limit your audience based on characteristics that can change purchase intent such as age, gender, parental status, or household income. Gender targeting works similarly to interest targeting. It targets the gender of the user based on information Google has gleaned from their browsing history or their self-selected gender if they're logged into Google. If you are marketing a service/product that has different performance by gender, this option is a great one to test.

<input type="checkbox"/>	<input checked="" type="radio"/>	Gender	Campaign	Ad group	Status	Max. CPC	Clicks	Impr.	CTR
<input type="checkbox"/>	<input checked="" type="radio"/>	Female	GDN - US - Remarketin...	Booking started - Non...	Eligible	£2.00	251	170,892	0.15%
<input type="checkbox"/>	<input checked="" type="radio"/>	Female	GDN - US - Remarketin...	Loyal visitor - Non-con...	Eligible	£2.00	237	63,498	0.37%
<input type="checkbox"/>	<input checked="" type="radio"/>	Male	GDN - US - Remarketin...	Booking started - Non...	Eligible	£0.75	135	83,838	0.16%

## Age

Age targeting works the exact same way as Gender targeting, except it targets the user's age instead of gender. With both of these demographic targeting methods, you'll want to exercise caution. There are many situations, such as a family computer, in which Google could be wrong about their gleaned demographics.

<input type="checkbox"/>	<input checked="" type="radio"/>	Age	Campaign	Ad group	Status	Max. CPV	Clicks	Impr.	CTR
<input type="checkbox"/>	<input checked="" type="radio"/>	Unknown	Search - US - Brand - E...	Icelandair	Eligible	–	22,060	63,896	34.52%
<input type="checkbox"/>	<input checked="" type="radio"/>	25 - 34	Search - US - Brand - E...	Icelandair	Eligible	–	7,989	24,640	32.42%
<input type="checkbox"/>	<input checked="" type="radio"/>	45 - 54	Search - US - Brand - E...	Icelandair	Eligible	–	7,512	18,358	40.92%
<input type="checkbox"/>	<input checked="" type="radio"/>	55 - 64	Search - US - Brand - E...	Icelandair	Eligible	–	7,370	16,801	43.87%
<input type="checkbox"/>	<input checked="" type="radio"/>	65+	Search - US - Brand - E...	Icelandair	Eligible	–	6,324	14,327	44.14%

## Parental Status

Rounding out the demographic targeting options is the newest addition, "Parental Status". This option targets user based on if they have children, which can be a huge win if you're marketing a product or service to parents, like selling baby furniture.

<input type="checkbox"/>	<input checked="" type="radio"/>	Parental status	Status	Clicks	Impr.	CTR	Avg. CPC	Cost	Conversions	Cost / conv.
<input type="checkbox"/>	<input checked="" type="radio"/>	Not a parent	Eligible	358	226,346	0.16%	£1.61	£575.40	2.00	£287.70
<input type="checkbox"/>	<input checked="" type="radio"/>	Parent	Eligible	77	48,629	0.16%	£1.70	£130.91	1.00	£130.91
<input type="checkbox"/>	<input checked="" type="radio"/>	Unknown	Eligible	20	15,493	0.13%	£1.15	£22.93	0.00	£0.00

## Ad Options

## Responsive Ads

Responsive ads are text based promotions that fit just about any ad space available. The combination of text and supplied imagery can show as native ads which boost your impact by blending into a publisher's website. Reach is also extended as specifications are dynamically altered to meet a given placement's requirements.

Select an ad group

Add your own images, or use our free library.

IMAGES

Short headline 0 / 25

Long headline 0 / 90

Description 0 / 90

Business name 0 / 25

Final URL

Preview

Short headline

Description

Business name

Example of your responsive ad in a text format

Play previews | Next preview

## Image

Image ads are the more traditional Display ads, since they are unique to this network. You can upload your own image ads through either the interface or Google Ads Editor. Note there are variety of images sizes that can be utilized across the Google Display Network. Confirm file size and image resolution prior to upload in order to ensure no errors exist.

For effective image ads, call-to-actions should be explicit. Including prices, promotions, and exclusives is effective as well. Testing different engaging images and ad sizes will be important when using image ads.

## 3.3.13 Remarketing

### Basic Remarketing

The theory of remarketing is that users who have visited your site are both more likely to convert upon visiting again and less likely to click your ad a second time if they aren't already considering converting.

The remarketing code lives under the "Shared Library." You'll place that code across all pages of a site, and then set up remarketing lists to target based on what page(s) users did or did not visit, or based on the dates they did or did not visit a page or set of pages.

You can create combinations of remarketing lists. For instance, if you have a subscription-based service that needs renewal every 30 days, you could create one list for visitors of your “thank you” page that lasts 30 days and another that lasts 60 days. You could target the one that lasts 60 days while blocking the 30 days one. This would target people who have visited the “thank you” page 30-60 days after that conversion, and you could use ad copy like “time to renew your subscription.”

Another classic example of a custom combination is targeting people who have visited the cart of an e-Commerce site, while excluding those who have already purchased an item. This strategy allows you to target people who came close to buying, but didn’t. They are often persuaded into purchasing with an ad that gives them a bit of a discount or free shipping.

Ad copy for the Display Network will be written similarly to ad copy for the Search Network. It needs to be compelling, have a call-to-action, and specifically lets users know what your product/service is. The more related to your landing page, the better your Display quality score will be.

### Dynamic Remarketing

You must have a Google Merchant Center to utilize Dynamic Remarketing. You link this feature with your Merchant Center data feed, and it can use product images and information to customize ads with products users have viewed.

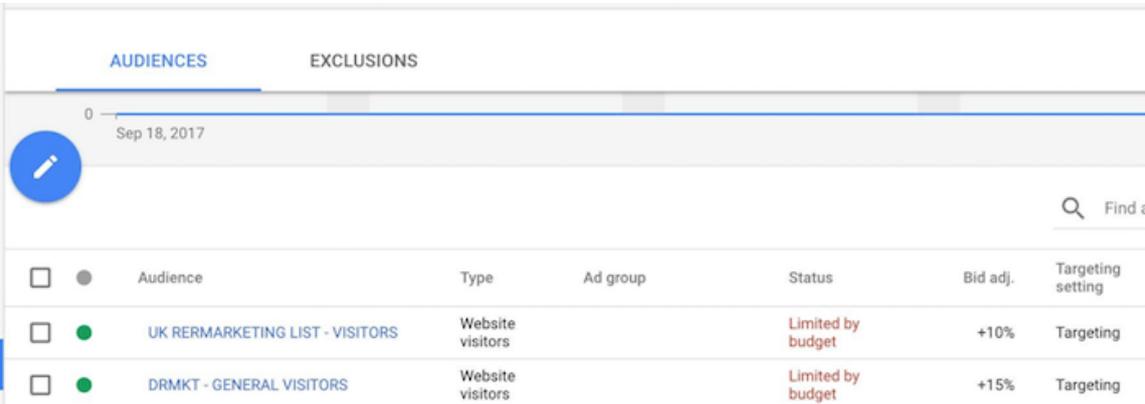
You can customize dynamic ads with the style elements of your brand, or simply upload your logo and auto-optimize layouts through Google Ads.

### Remarketing Lists For Search Ads (RLSA)

Remarketing Lists for Search Ads (RLSA) work like Display remarketing in that it targets previous site visitors based on one or more pages they did or did not visit. You can create custom combinations here as well. However, we are targeting users through Search instead of Display.

The implications here are that you could use more broad keywords and higher CPCs if you know the audience is more qualified. For instance, an e-Commerce site might want to bid on “Christmas Gifts” if users have already been to their site and added an item to their cart.

To set-up RLSAs, you simply need to navigate to the “audiences” tab in your Search campaigns. Here, you can manage remarketing audiences, both positive and negative, and their bids.



The screenshot shows the 'AUDIENCES' tab in Google Ads. At the top, there are tabs for 'AUDIENCES' and 'EXCLUSIONS'. Below the tabs, there is a search bar with a magnifying glass icon and the text 'Find'. A table lists the audiences with columns for Audience, Type, Ad group, Status, Bid adj., and Targeting setting.

<input type="checkbox"/>	<input type="radio"/>	Audience	Type	Ad group	Status	Bid adj.	Targeting setting
<input type="checkbox"/>	<input checked="" type="radio"/>	UK RERMARKETING LIST - VISITORS	Website visitors		Limited by budget	+10%	Targeting
<input type="checkbox"/>	<input checked="" type="radio"/>	DRMKT - GENERAL VISITORS	Website visitors		Limited by budget	+15%	Targeting

### 3.3.14 Dynamic Search Ads

Dynamic Search Ads use your website to dynamically create ad headlines and landing pages to target relevant searches automatically. So, if you have a section of your website dedicated to purple shoes and someone searches about that, they'll be served a purple shoes ad that takes them to the most relevant page.

Theoretically, advertisers with a ton of different pages, such as large e-Commerce sites, could use this ad type to fill in the gaps where they haven't specifically target with keywords.

You'd avoid cross-contamination of search queries by placing all non-low search volume keywords currently enabled in your account as negative keywords to your Dynamic ads.

You would select this campaign type in the settings in order to create. You'll need to ensure you create a dynamic ad type as well. You can write your own ad copy and allow Google Ads to create a dynamic headline and landing page.

You can focus on your targets so you can write targeted ad copy and bid/budget appropriately. You can do this based on categories, URLs, page titles, or page content. For example, you could set a target for all URLs with "purple-shoes" in the string. That would allow you to know all searches and ads will be about purple shoes, so you could write ad copy and bid accordingly.

You'll want to exclude pages on your site that you don't want used for ads. For example, any pages that include the words "out of stock". You would use the "+ Exclusions" button under the dynamic ad targets sections of the auto targets tab.

## UNIT 3.4: Building a PPC Campaign

### Unit Objectives

At the end of this unit, participants will be able to:

- Create a campaign structure

### 3.4.1 Introduction

Pay-per-click (PPC) advertising campaigns are a fantastic approach to promote your company. In contrast to other techniques that take a while to show results, a successful PPC campaign can instantly bring you traffic, prospects, and customers. Paid advertisements receive about 65 percent of clicks for queries with a strong commercial intent. According to Unbounce, PPC visitors are also 50% more likely to make a purchase than organic visitors. PPC is a terrific strategy for increasing your customer retention rate and bringing in new prospects. It can also entice past customers to make another purchase. But precisely how do you start a PPC campaign? We'll provide you a step-by-step explanation in this unit on how to launch your first paid advertisements.

#### Step 1: Define your goals

Your campaign goals will give you something to show for your ad spends as long as you determine how you will measure those goals. Your goal metrics should not be confused with your campaign metrics, which we'll discuss below.

Let's touch on some common PPC goals and how to measure them. Consider these common PPC goals:

- Brand awareness measures how well-known your business is to your target market. For this objective, it could be a good idea to check into display ads so you can enhance your material with interesting imagery. Surveys, direct traffic, and social engagement are all effective ways to gauge brand awareness.
- Having a pertinent and interesting landing page to go along with your sponsored advertisement will directly result in lead creation. Since each ad group will have its own landing page, it should be simple to track lead conversions using a tracking pixel in the Google Ads interface or UTM parameters if you're using a solution like HubSpot.
- If you're having a limited-time promotion, a product or service discount, or a competition, offer promotion is fantastic. So that you can identify the users who clicked on your advertisement, you should establish a special sign-up page or a special discount code.
- How much of your good or service is sold as a result of your paid advertisements can be used to measure sales. This need to be trackable using attribution reporting or CMS software.
- If your website has excellent material all over it, increasing site traffic is a terrific goal to have. You should have some degree of trust that you can keep visitors on your site and eventually convert them into leads if you're going to spend money paying people to visit your website.

#### Step 2: Audience targeting

Here's an overview of how to target your audience with AdWords PPC and social media. The kind of audience you target and their point in the sales funnel will also tell you which advertising options you should invest in.

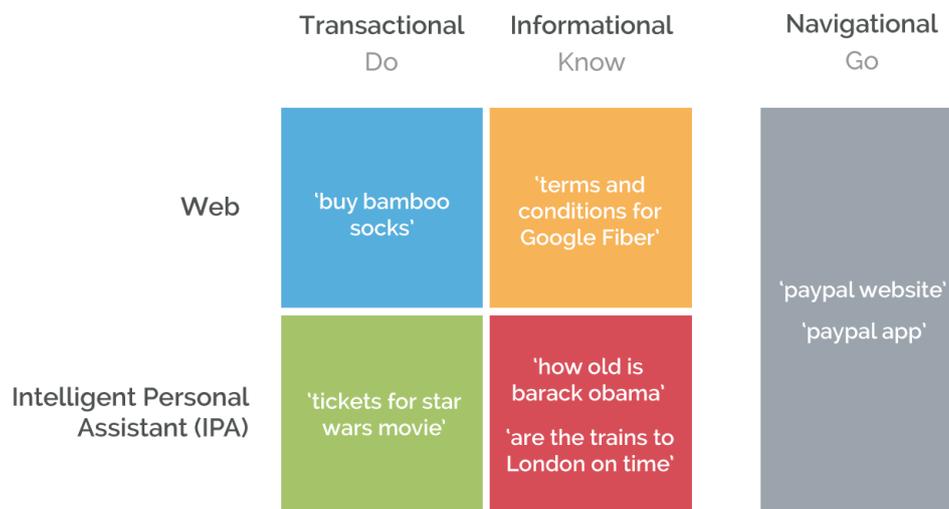
### AdWords audience targeting

Targeting based on purpose, as opposed to the most pertinent terms for your company, is the secret to success with AdWords audience targeting. The positions of people in your sales funnel should be taken into account when choosing the keywords you bid on, the adverts you show, and the landing pages you direct people to.

PPC traditional knowledge tells us there are three main categories of search intent keywords:

- Transactional — searchers want to make a purchase
- Informational — searchers want to learn more about something
- Navigational — searchers want to get to a certain page or resource

Here's a nice visualization with examples from Moz, including how keyword targeting changes when you're optimizing for voice search:



Source: <https://moz.com/blog/revisiting-navigational-informational-transactional-search-post-pagerank>

Now, most businesses can't and shouldn't target all these categories of keywords for PPC. The ones you focus on should depend on your business type and other marketing strategies. For example:

- An e-Commerce business should invest largely in transactional keywords to encourage conversions.
- A service-based business may invest more in informational keywords to boost its content marketing strategy.
- A SaaS or app developer could invest more in navigational keywords to improve user experience.

Of course, there are other PPC verticals you can optimise for besides search. On the Display Network, YouTube, and Gmail, you can also target the following audiences:

- **Affinity audiences:** Targeting of audiences to increase the reach of TV advertising campaigns. Create unique affinity audiences by categorising interests using URLs, different kinds of locations, and keyword phrases.
- **In-market audiences:** Speak with people who are already interested in your products or services. These individuals are typically toward the bottom of the sales funnel and prepared to convert.
- **Life events:** Target customers on YouTube and Gmail based on significant life events like college graduation, marriage, and relocation.

- **Custom intent audiences:** Create custom audience categories based on keywords and URLs related to what your ideal audience is researching across the web. Adwords can use machine learning technology to analyze and create these for you.
- **Remarketing:** Reach people who've already engaged with your company's products and services.

When creating a PPC campaign strategy with AdWords, it's crucial to take into account all of the targeting choices available. To more effectively deploy your advertising budget, you can utilise search and display ads to target audiences at various stages of the sales funnel. For instance, you can concentrate more of your search ad budget on bottom of the funnel keywords if you target top of the funnel (awareness stage) people with display advertisements.

### Building your social media audience

The real benefit of advertising on social platforms like Facebook and LinkedIn is audience targeting. You can build very detailed audiences to target based on your buyer personas.

Here's an overview of the different audience targeting strategies available on Facebook:

#### Reach the People Who Matter to You

Create and save audiences to reach the people who matter to your business. [Learn More](#)

##### Custom Audiences

Connect with the people who have already shown an interest in your business or product with Custom Audiences. You can create an audience from your customer contacts, website traffic or mobile app.

[Create a Custom Audience](#)

##### Lookalike Audiences

Reach new people who are similar to audiences you already care about. You can create a lookalike audience based on people who like your Page, conversion pixels or any of your existing Custom Audiences.

[Create a Lookalike Audience](#)

##### Saved Audience

Save your commonly used targeting options for easy reuse. Choose your demographics, interests, and behaviors, then save them to reuse in future ads.

[Create a Saved Audience](#)

*Source: <https://basis.net/blog/5-simple-steps-to-develop-an-effective-ppc-strategy>*

So, you have the freedom to target your existing specific leads (Custom Audience), people who are similar to your existing leads (Lookalike Audience), or target based on demographics, interests, behaviors, and other parameters you set (Saved Audience). By giving you demographic and lifestyle details on the people who are already linked to your Facebook page or who are included in your Custom Audiences, Facebook's Audience Insights can actually aid in your efforts to more accurately define your buyer personas. Similar to Facebook, LinkedIn offers audience targeting options, but with a stronger emphasis on professional criteria such firm type, years of experience, position within an organisation, etc.

What years of experience do you want to target?

1 2 3 4 5 6 7 8 9 10 11 12+

include 1+ years x

Select specific targeting criteria to zero in on your ideal audience:

Company name	Company industry	Company size	Job title	Job function
Job seniority	Member schools	Fields of study	Degrees	Member skills
Member groups	Member gender	Member age	Custom segments	Audience matching
Years of experience				

Source: <https://basis.net/blog/5-simple-steps-to-develop-an-effective-ppc-strategy>

You'll want to use these audience insights features to target your ads, but also to better understand your audience and create landing pages and lead nurturing content that speaks to these specific buyer personas (more on this later).

### Step 3: Optimize your landing pages

Making distinct, effective landing pages for your ads can be difficult when targeting a lot of keywords. But it's truly a waste of money to send people to generic product or landing pages. In addition to having a lower conversion rate, inactive site visitors can also result in lower Quality Scores, making it more difficult to reach them through PPC. The most successful PPC managers link audience targeting and landing page optimization closely. It is more probable that site visitors will click through, sign up, make a purchase, etc., the more pertinent a landing page is to the initial search intent or audience demographic interest.

Use the content kinds and language that perform well on the platform if you're using social media advertisements to push content at the top of the funnel. Buzzsumo is a fantastic resource for coming up with article ideas. Say you market your baby carriers on Facebook as a seller of childcare supplies. Simply type your keyword ("baby carriers") into Buzzsumo to see the most popular content associated with that term:

The screenshot shows a search results page for 'baby carriers'. The search bar contains 'baby carriers' and there are buttons for 'Search', 'Save Search', and 'Export'. Below the search bar, there are options to 'Sort by' (Total Engagements) and a table of results. The table has columns for Facebook Engagements, Twitter Shares, Pinterest Shares, Reddit Engagements, Number of Links, Evergreen Score, and Total Engagements. Two results are visible:

Article Title	Facebook Engagements	Twitter Shares	Pinterest Shares	Reddit Engagements	Number of Links	Evergreen Score	Total Engagements
50+ Genius Halloween Costume Ideas For Parents With Baby Carriers	503.8K	377	642	0	-	10	504.9K
How To Choose The Best Twin Baby Carrier?	48.1K	12	1.1K	0	-	2	49.2K

Source: <https://basis.net/blog/5-simple-steps-to-develop-an-effective-ppc-strategy>

In this example, there are several popular posts related to baby carrier Halloween costume ideas, and other content related to choosing the best baby carrier for different needs. Look for patterns like this in the most popular content types, and use that to inform your content/landing pages for Facebook ads.

#### Step 4: Create your ads

You're prepared to design and optimise your advertising once you've established your audience targeting and built out your pertinent landing pages. Your advertising act as a bridge between audience interest and landing sites you've already optimised for search intent. The objective is to deliver value and simply describe your unique selling proposition. To improve your advertising, you should experiment with new copy, visuals, extensions, and other components.

AdWords has made significant progress in recent years to assist you in automating ad generation and optimization. Therefore, giving AdWords a wide enough selection of ad versions to rotate and test is the actual key to success in this situation. Obviously, making 3 or 4 ad versions for 100 ad groups is a challenging task. But it's a much simpler task if you take advantage of all of AdWords features to do this.

By creating ad variations, you can test various headlines, calls-to-action, extensions, and other elements in AdWords. By copying advertisements and using search and replace to replace text and other parts, you can create your own tests. Adwords will gradually determine the most effective ad types for you if you make sure to enable ad rotation in the Advanced settings.

Configure your ad rotation optimization such that it always favours the top-performing ads:

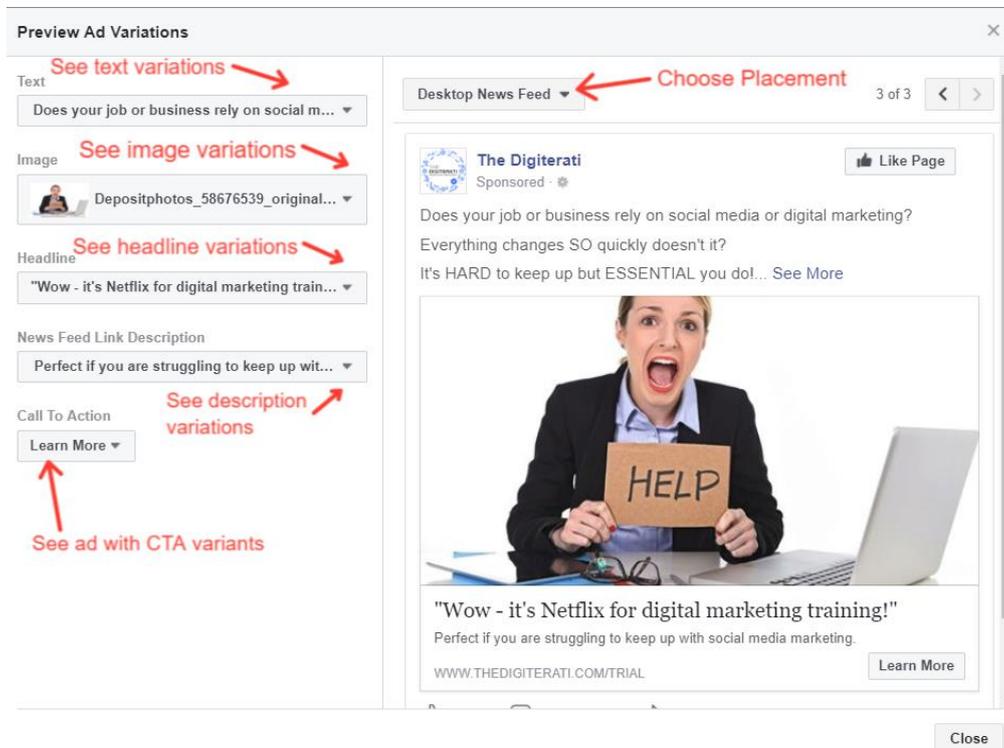
The screenshot shows the Ad rotation settings in AdWords. The 'Ad rotation' section has four radio button options:

- Optimize: Prefer best performing ads
- Do not optimize: Rotate ads indefinitely
- Optimize for conversions (Not supported)
- Rotate evenly (Not supported)

There is a checkbox for 'Show ads that are expected to get more clicks or conversions. Recommended for most advertisers.' which is currently unchecked. At the bottom right, there are 'CANCEL' and 'SAVE' buttons.

Source: <https://basis.net/blog/5-simple-steps-to-develop-an-effective-ppc-strategy>

Social media ad creation/optimization can also be automated. Facebook Dynamic Creative will actually take your ad components (image, video, title, description, etc.) and create ad variants for you:



Source: <https://basis.net/blog/5-simple-steps-to-develop-an-effective-ppc-strategy>

Even the most experienced advertisers can benefit from these intelligent technologies to create and optimize their PPC ads. Just make sure you create and test a variety of ad elements to get a real idea of what resonates with your audience.

### Step 5: Analyze and optimize your PPC campaign strategy

As mentioned above, optimizing your ads integrates well into the ad creation process when you use the right tools. So the real focus of your analysis is identifying what keywords and targeting features help drive your campaign goals.

On a basic level, here are important metrics to consider for search, display, and/or social ads (depending on your campaign goals):

- **Click-through rate (CTR):** Can help you determine how relevant the content of your ads is to your keyword or audience targeting for social or display.
- **Conversion rate:** A low conversion rate could be an indication that your ad spend is better suited for higher-performing keywords.
- **Cost per click (CPC):** How much are you willing to pay to get the attention of a member of your audience? That would be your ideal CPC.
- **Cost per acquisition (CPA):** This can indicate how competitive your keyword is, and whether it's worthwhile to invest in it given the profit margin from conversions.

- **Quality Score (For Adwords):** This metric is an aggregate of the effectiveness of a variety of factors, including ad relevance, landing page relevance, and click-through rate.
- **Returns on ad spend (ROAS):** This is a bottom-line metric that evaluates the effectiveness of ad spend overall at driving financial goals.

If your goal is lead nurturing, you may also want to take into consideration on-site engagement metrics, like number of page views, new or returning visitors, etc.

Keeping track of key metrics can help you evaluate the relevance/effectiveness of your advertising elements (ad copy, targeting, landing pages, etc.). It can also help you understand which keywords and audience targeting strategies are most valuable for your unique business.

There are a lot of ways to optimize your PPC ads for conversions using data science. Once you have a good understanding of the best keywords and audience targeting, you can use these insights to implement advanced targeting strategies to improve your ROAS even more. Using query segmentation to prioritize revenue-driving keywords is one example of an advanced bid optimization strategy you can implement manually.

## UNIT 3.5: Split Testing

### Unit Objectives

At the end of this unit, participants will be able to:

1. Define split testing and explain the process for same
2. Perform split-testing for multiple advertisement copies to optimize the campaign's performance

### 3.5.1 Introduction

Marketers, salespeople, and professionals everywhere agree, one of the simplest ways to boost post-click landing page conversion rate also happens to be the most effective. That's why businesses everywhere are increasingly allocating more of their budget to the powerful and relatively pain-free method of optimization known as split testing.

#### What is split testing?

Split testing, commonly referred to as A/B testing, allows marketers to compare two different versions of a web page — a control (the original) and variation — to determine which performs better, with the goal of boosting conversions. Ideally, there will be only one difference between the two pages so the tester can understand the reason behind the change in performance.

### 3.5.2 The practical way to Split Test

The major problem with the ideal way to split test — only changing one element per test — is that each test requires, many times, tens (sometimes hundreds) of thousands of visits worth of traffic before it can be concluded (more on why that is, later).

So, there's also a more practical way to do it.

- You want to boost conversions on your post-click landing page, so you make the following changes:
- Headline from "How To Generate More Leads For Your Business" to "Learn The One Secret Method The Experts Use To Generate More Leads."
- Call-to-action from "Submit" to "Show Me the Secret."
- A form with four fields (name, email address, phone number, company name) to a form with two fields (name, email address).

### 3.5. 3 How to Split Test Post-click Landing Pages

From start to finish, here are the steps you should take when conducting a split test.

#### 1. Start with a reason to test

As mentioned before, your reason for split testing should be data-driven. Did Google Analytics data show that your visitors are only spending an average of 5 seconds on your page before abandoning it? Maybe your headline and feature image need to do a better job of capturing their attention. Or, maybe they feel misled. Maybe you need to do a better job of creating message match between your ad and post-click landing page.

#### 2. Create a hypothesis

From that reason, develop a hypothesis. Ask yourself, “What am I trying to improve?”

In this case, you might say, “After observing that the average post-click landing page user session is only 5 seconds, we believe that creating a more compelling headline will get them to read the body copy and spend more time on the page, which will ultimately lead to more conversions.”

Through testing, you’ll be able to accept or reject that hypothesis.

#### 3. Calculate your sample size

Before you can conclude your test, you’ll need to reach something called “statistical significance.” The term refers to the number of visits each of your pages (control and variation) will need to get before you can be confident about your results.

In most fields, including conversion optimization, the commonly accepted level of significance is 95%. Essentially this means, at the conclusion of your test, there’s only a 5% chance that your results are due to chance. At a 95% level of significance, you can be 95% sure that the change in your conversion rate is the result of the changes you made on your post-click landing page.

Now, there’s a way to calculate sample size manually, but it involves some serious math. Fortunately, there are tools that make it easier for those of us who don’t have the statistical chops, or the time to do it the old-fashioned way.

Optimizely’s calculator is great for this. Here’s what you’ll have to input for it to spit out an accurate sample size:

**Baseline conversion rate:** What’s the conversion rate of your original (control) page? The higher it is, the fewer visits you’ll need before you can conclude a test.

**Minimum detectable effect:** The minimum relative change in conversion rate you want to be able to detect. A 20% minimum detectable effect means that, at the end of the test, you can only be confident that a lift or drop in conversion rate higher than 20% is a result of your adjustments. The lower your minimum detectable effect is, the more visits you’ll need before you can conclude your test.

**Statistical significance:** Optimizely’s calculator allows you to raise or lower this, but it’s not recommended you use anything under 95%. If you want to make accurate business decisions based on your results, you can’t afford to bank on unreliable data. The higher your level of significance is, the more visits you’ll need before you can call your test.

Once you’ve got your sample size...

#### 4. Make your adjustments

If it’s the headline you’re changing, update it. If your hypothesis involved switching the featured image, do that. Platforms like Instapage make it easy to adjust your page elements for split testing in just a few seconds, without the help of IT.

Make sure your original post-click landing page remains the same. Otherwise, your baseline for testing won’t be accurate.

#### 5. Eliminate confounding variables

Unfortunately, your tests aren’t being conducted in a vacuum. That means there’s the potential for one small outside factor to affect your test in a big way, which could result in a misleading outcome.

Make sure that things like traffic sources and referring ads are the same for both pages and that other variables that could affect your test are eliminated to the best of your ability. Here are some things you'll want to consider accounting for:

**Following confounding factors, if occur in the middle of a test can considerably impact your website traffic and hence skew the test results:**

1. New marketing campaigns launched.
2. Certain marketing campaigns turned off.
3. Occurrence of special events like christmas, new year or any public holiday.
4. Major positive or negative news/announcement about your website/ business like:
  - New product launch
  - New business division launch
  - Closure of a business division
  - Departure/appointment of a key employee/executive
  - Media mention etc.
5. Major update to search engine algorithm.
6. Complete redesign of the website.
7. Redesign of the control and/or variation pages
8. Website hit with a new Search engine penalty or got rid of an existing penalty.
9. Prolonged website outage or some other server side issue.
10. Major website crawling and/or indexing issues (like unwanted robots.txt exclusion which negatively impact the organic search traffic and direct traffic)
11. Change in experiment settings.
12. Change in test goals

Source: <https://instapage.com/blog/what-is-split-testing>

Keep in mind, while it's best to address these in the beginning, you'll have to watch for them throughout. Obstacles to accurate results can pop up when you least expect them.

## 6. Make sure everything is working

Examine everything before your test goes live. Does your post-click landing page look the same in every browser? Is your CTA button working? Are all the links in your ads correct?

Before you start running anything, it's important to QA every aspect of your campaign to ensure nothing threatens the accuracy of your results.

## 7. Drive traffic to your pages

Now it's time to drive traffic to your pages. Make sure, as we mentioned before, the traffic is coming from the same place (unless, of course, you're split-testing your traffic sources or ads). And be careful where that traffic is coming from. Something called the "selection effect" describes the source of the traffic and how it can skew the results of your test.

## 8. Analyze and optimize

How did your variation fare? Did you produce a big lift? A small one?

Remember that if you set your minimum detectable effect to 20% and you produced a lift smaller than that, you can't be confident that lift was a result of your adjustments. If you did produce a lift bigger than that, congrats! You're done optimizing now...Not. Just because your post-click landing page is better than it was before, doesn't mean it's the best it could be. There's always something to test. No campaign is perfect.

If you didn't produce lift, or actually created a worse variation, don't stress. You didn't fail. You just discovered something that doesn't impact conversions on your page. Move on and keep testing.

## UNIT 3.6: Cookies, Tracking and Pixels

### Unit Objectives



At the end of this unit, participants will be able to:

- Define cooking , tracking and pixels
- Explain the concept of cookies and add tracking pixels

### 3.6.1 Introduction

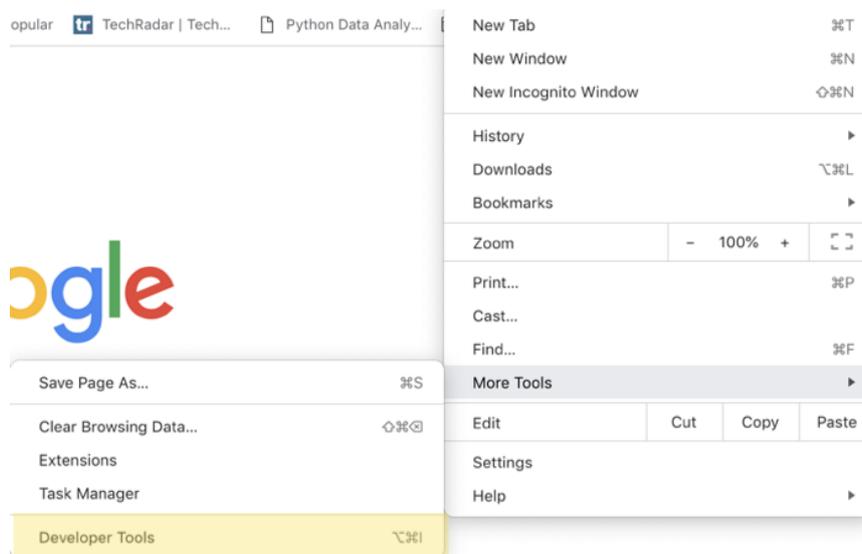
Cookies, tracking scripts, and pixels are different tools used to get a better understanding of the users on your website. They are used to help identify, collect, and transfer data from a given site to software catering to analytics and advertising services.

### 3.6.2 Cookies

Cookies are some form of storage within your browser that is generally used to store some kind of IDs such as userids and session ids, some session parameters, for instance, if you already agreed to a cookie gate or some personalization parameters.

They are generally split into two categories:

- **First-party cookies:** Because these cookies are placed on your domain, you can quickly generate, retrieve, and change their content whenever a visitor visits your website. A third category of first-party cookies called "Samesite" adds an additional layer of defense against cross-site request forgery. Only requests for data coming from the first-party domain would result in cookies being sent while using Samesite.
- **Third-party cookies:**• These are cookies created on external domains; typically, browsers block access to cookies created on external domains. On these websites, you may typically examine the data that you are creating throughout a session. Third-party cookies are typically used in the context of ad exchanges, data management platforms (DMP), customer data platforms (CDP), and cookie syncing, matching, and stitching across websites. For instance, it is possible to identify from Chrome's Developer tools the different cookies being set. This is available from the google chrome's menu under more tools.



Once there, checking on the “*Application*” tab displays the different storage components in your browser. We can unfold the different cookies being set in the example below from Medium. For instance, we can see all first-party cookies being set. They are considered first parties as the highlighted domain is the same as the one accessing them.

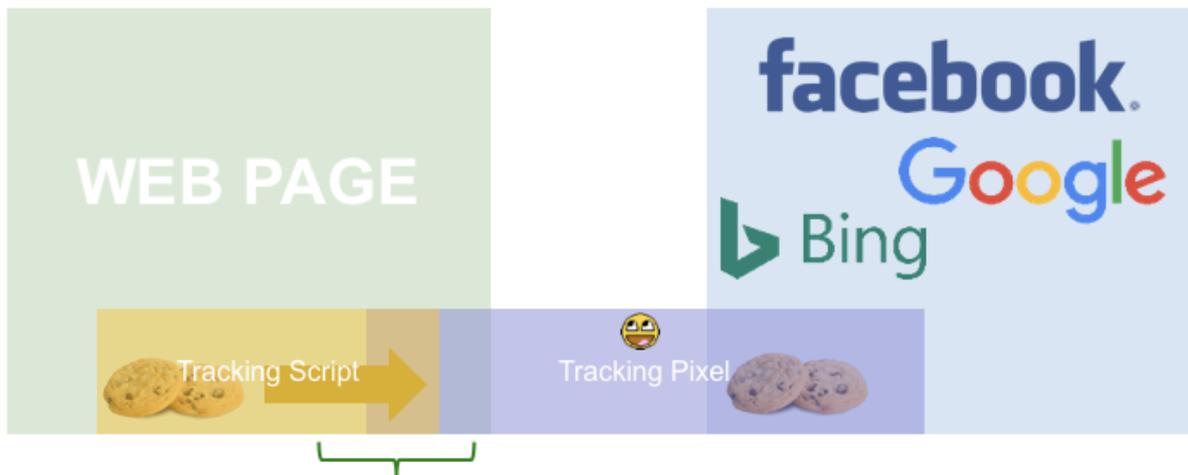
 A screenshot of the Chrome Developer Tools 'Application' tab. The 'Cookies' section for 'https://medium.com' is expanded. A table lists various cookies with their names, values, domains, and other attributes. The 'Value' column is highlighted in blue.
 

Name	Value	Domain	P...	Expi...	Size	HTTP	S...	SameSite
__cfduid		.medium...	/	201...	51	✓		
_ga		.medium...	/	202...	29			
_gat		.medium...	/	201...	5			
_gid		.medium...	/	201...	30			
_parsely_session		.medium...	/	201...	256			
_parsely_visitor		.medium...	/	201...	133			
_s		.app.link	/	201...	68			
lightstep_guid/lite...		medium....	/	201...	39			
lightstep_guid/me...		medium....	/	201...	41			
lightstep_session_id		medium....	/	201...	36			
mpids		medium....	/	201...	43			
nativeAllInstallationId		medium....	/	202...	58			
nativeAllSession		medium....	/	201...	103			
pid		.pixel.pa...	/	201...	35			
Application Cache		medium....	/	201...	3			
sid		.medium...	/	201...	69	✓	✓	
sz		medium....	/	201...	5			
tz		medium....	/	201...	6			
uid		.medium...	/	201...	15	✓	✓	
xsrftoken		medium....	/	201...	16	✓	✓	

First party cookies for Medium for instance as displayed in Google Chrome Developer Tools

### 3.6.3 Tracking Pixels & Tracking Scripts

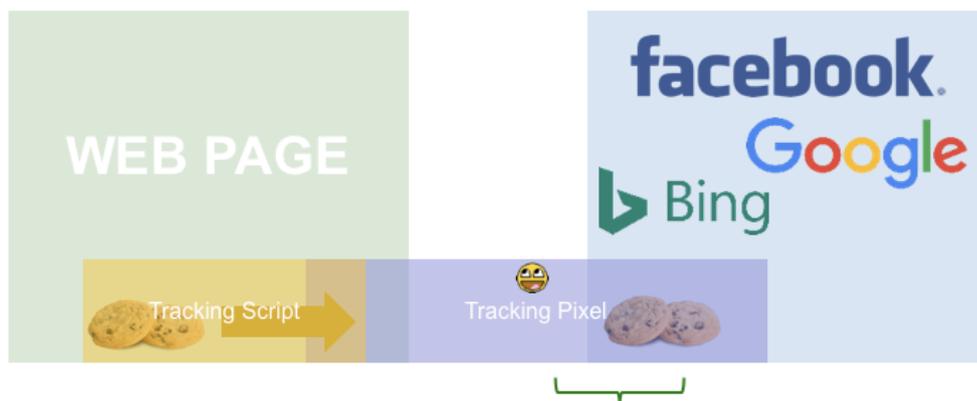
Tracking pixels are pieces of code, usually using an image to serve as a bridge between websites. They are typically set up as a 1 by 1 pixel gifs in order to save on bandwidth and hence are called tracking pixel. Tracking Scripts on the other hand are pieces of Javascript **code** that usually implement a tracking pixel on a website and are responsible for creating different types of request to external domains, ultimately passing data to them.



The website can send information available to its first party cookie by adding them to the query string parameters or in the post request.

Assume, for the purposes of the aforementioned example, that a website like Medium has integrated the Google Analytics tracking script "analytics.js," whose code is intended to inject a tracking pixel on the page. The tracking script has the ability to access the data on the page, use it to produce requests, and establish various cookies that can be used as identifiers. This data is typically passed via and includes information that is included in the HTML, in urls, in data layers, in cookies, or that is acquired by an event listener or an API request. The tracking script can send the tracking pixel several kinds of requests to pass on the data.

In the above example, the data for a given google analytics user id is being passed to Google. The aforementioned illustration demonstrates how Google Analytics can retrieve the `_gid` value stored in a cookie and deliver it to Google Analytics for a page visit event. This `_gid` is unique in that Google Analytics set it up to have a specific identifier to track unique people in an anonymous manner. The tracking pixel is meant to handle the communication between the webpage you are hosting and the external site.



The tracking pixel is the recipient of the data being pushed by the tracking script. Since it lies on the same domain as the ad platform (Facebook, Google, MS) it can access its first party cookies and enrich the information being sent.

By the cookie being itself placed on an external site, it can act as a bridge between the webpage and the external domain. Being hosted on an external domain, it can access this domain's first-party cookie and merge the data provided by the external website with its first-party cookies. In such a sense, it is able to do matching of identities.

In the case of Facebook, for instance, we can see of a specific local Facebook userid is passed as a cookie as long side a request generated by an external site:

The screenshot shows the 'Headers' tab of a browser's developer tools. The 'Cookie' header is highlighted, showing a Facebook user ID: `fbclid=IwAR1...`. The 'Query String Parameters' section shows `ev: PageView`. The 'Referer' header shows the URL of the external site.

We can see that my use rid is being passed alongside in the request headers of the specific Page view event



For example, typing facebook.com/500985020 would take you to your personal Facebook page.

The Facebook pixel only needs the cookie to be established (i.e., you must be logged into Facebook) and the tracking pixel to be put up on your website for it to have access to this data. It is not necessary for Facebook Connect or any other connector to be placed on the site.

## Tracking Pixel

The screenshot shows the Network tab in a browser's developer tools. The 'collect' folder is expanded, showing two requests to 'analytics.js'. The first request is a 63 B GIF, and the second is a 57 B GIF. The URL for the second request is highlighted, showing various parameters including user ID, session ID, and product information.

Name	St...	Tr...	Initiator	Size	Waterfall
collect?v=1&_v=j66&a=1044633855&t=pag...	200	gif	analytics.js:2	63 B	
collect?v=1&_v=j66&a=1044633855&t=pag...	200	gif	analytics.js:2	57 B	

Parameters sent:

```

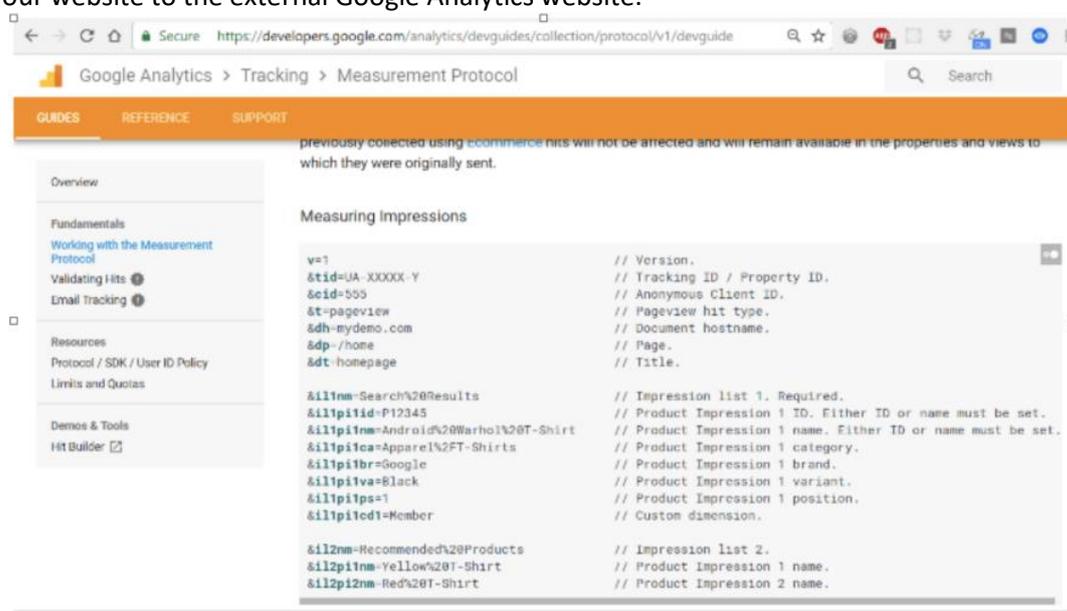
https://www.google-analytics.com/collect?v=1&_v=j66&a=1044633855&t=pageview&_s=1&dl=https%3A%2F%2Fnl.
&h&de=UTF-8&dt=Beers&sd=24-bit&sr=1280x720&vp=673x629&je=0&_u=SCCAAJ~&jid=&gid=&cid=1762456535.1516884861&tid=UA-54381078-19&gid=1288497918.1519632629&cd4=Product&cd9=undefined&cd10=GA1.2.1762456535.1516884861&cd11=01612d6213f9000ba7bae94190d900087008807f00410&pa=detail&pr1id=72390428&pr1nm=Heineken%20TORP&pr1br=Heineken&pr1va=&pr1ca=&pr1pr=5.99&pr1qt=1&pr1cc=&pr1ps=&il1nm=PDP%3A%20Torp%3A%20You%20may%20also%20like&il1pi1id=affligem-blonde-bier-torp&il1pi1nm=Affligem%20Blonde%20bier%20TORP&il1pi1br=Affligem%20Blonde%20bier&il1pi1va=&il1pi1ca=Torp&il1pi1pr=7.79&il1pi1ps=1&il1pi2id=wieckse-witte-torp&il1pi2nm=Wieckse%20Witte%20TORP&il1pi2br=Wieckse%20Witte&il1pi2va=&il1pi2ca=Torp&il1pi2pr=5.99&il1pi2ps=2&promo1id=PDP%20block%3A%20free-shipping-module&promo1nm=PDP%20block%3A%20free-shipping-module&promo1cr=Free%20shipping&promo1ps=1&promo2id=PDP%20block%3A%20cool-beers-from-different-countries-module&promo2nm=PDP%20block%3A%20cool-beers-from-different-countries-module&promo2cr=Cool%20beers%20from%20different%20countries&promo2ps=2&promo3id=PDP%20block%3A%20how-to-SUB-module&promo3nm=PDP%20block%3A%20how-to-SUB-module&promo3cr=How%20to%20SUB&promo3ps=3&z=1770669723

```

Looking in Chrome developer again, to understand how tracking is implemented. We can go to the network tab to better understand how the data is passed between the website and Google analytics for instance. In some cases Google analytics tracks different event using the collect call which is represented in the picture above. We can identify a few things from there on:

- From the type, we can see that it refers to a request of type “gif” indicating that it is a call to a **tracking pixel**.
- The initiator is “analytics.js”, google **tracking script** and the one ultimately deciding what data needs to be passed
- Since the call is a GET request, the request url contains the various request parameters.

The many parameters submitted, excluding their first-party cookies, reflect the data we wish to push from our website to the external Google Analytics website.

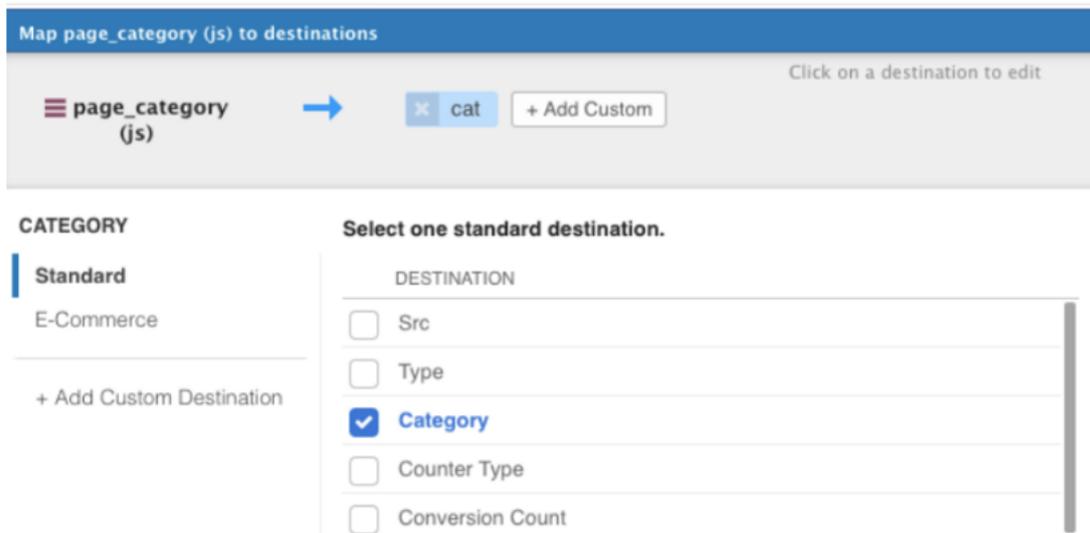


For Google analytics the measurement protocol provides an explanation of these query parameters. Some tracking websites such as Google analytics with its measurement protocol normally provide some explanation of the different parameters being used.

### 3.6.4 Implementing GA Tracking

The first step of implementing Google analytics tracking after having setup analytics.js on your website is to initialize Google analytics for a given property on your website.

This is usually done using the above command, where the second parameter represents what Google analytics call their “property”, i.e.: a specific individual space within an account to collect data. The above snippet show how a variable is initialize from some available JavaScript data on a given page. In the above example the variable checkout Type is defined. This piece of data collected from the available JavaScript can then be transferred to Google using a custom event as shown above. Beside custom implementation as shown above, Tag Managers such as Google tag manager, [Tealium](#) or [Ensignten](#) can be used to map available data and events to specific tracking within google analytics. These work by assigning relationship between cookies, JavaScript variables and other information part of a website data layer and its implementation within a tag.



The mapping of page category JavaScript variable on a website to Google Analytics Category variable within Tealium's Google analytics tag

### 3.6.5 What can be tracked?

There is a wide range available with regards to the sources of data that can be tracked from a given user visit. From the url that the visit on the page, to the data that has been surfaced on the page either directly through HTML elements or through javascript variables, to ids or personalization parameters setup within cookies, through tracking certain actions being performed on pages or by enriching the data available with API calls, potentially from external sources.

#### Urls

Urls are one of the first source of information used in tracking, current url can easily be extracted using a javascript call or using a tag manager.

```
> window.location.href
< "https://medium.com/analytics-and-data"
```

current url can be extracted using a JavaScript call to window.location.href

Google notably introduced **Urchin Tracking Module** (UTM) parameters in order to be able to tie the source of traffic to a given marketing campaign. There are five UTM parameters are described below:

- **Source:** used to identify the origin of the traffic, ie: Google, bing, facebook, email
- **Medium:** which identify what type of objective was used to bring traffic to the website, ie: cpc, cpm, email, social,, ...
- **Campaign:** the campaign that was used to bring the traffic to the website

- **Content:** Usually provide some deeper information on the source of the click that lead to the website visit, for instance which particular piece of content on a specific email or page led to that visit on your website
- **Term:** Typically a field only provided for paid search to provide information related to the keywords that brought up the visit

Not only parameters but also full page urls can provide value. Notably, having visibility on full page urls allows one to do **funnel analysis**, allow to split the data by domain when consolidating data from multiple website on a given Google analytics property etc...

### JavaScript's Variables

JavaScript variables can also be used for tracking purposes, Google tag manager (GTM) notably tries to consolidate the data available for tracking purposes within a **data Layer** javascript variables and Tealium a **utag\_data** javascript variables. Other variables might have also been set on the page and accessible by a script.

In the GTM documentation, for instance there is a definition of two variables defined in the data layer:

```
<script>
  dataLayer = [{
    'pageCategory': 'signup',
    'visitorType': 'high-value'
  }];
</script>
```

These could be easily accessed to provide some additional context related to the pageCategory and the visitor type for a given page view. Accessing and passing these variables can be done in a similar way to the checkout type example previously seen.

### HTML Data

Generally all the data setup within a page's HTML structure is accessible for tracking purpose. jQuery notably provide an easy way to access the data contained with HTML by providing a way to access HTML data by calling its' CSS path, example:

**HTML CSS Path**

.name = class name  
#name = id name

In the above example we use the following jQuery command to access the css path of an HTML component.

It is also traditionally customary to include within certain html elements additional data than the one displayed using *data-* attributes hidden in the code.

### Cookies

As we previously seen it is possible to pass along data contained in cookies for tracking purposes. Data contained within the website is usually composed of different identifier that can be sent such as a user id for tracking or identity stitching purpose, or can contain personalization parameters such as your gender. Within JavaScript a call to `document.cookie`

```
document.cookie
```

Notably allows to get a semicolon separated list of `cookievar=cookievalue`, which can then be parsed to retrieve specific cookies' values. jQuery introduced a more accessible way to extract a given cookie's value:

```
$.cookie("cookievar")
```

### Javascript calls and Event Listener

The cleanest way to generate and track event is to add them when a specific event occur. It usually involves binding a given action to a JavaScript function providing the tracking. For instance let's look at the code of a buy button:

The buy button above would call the JavaScript function "buy" with the parameter 123, presumably denoting some sort of product id.

This function could then be decomposed in JavaScript between one that is intended to handle the functionality, in the above example adding to cart and one responsible for providing data to a tracker.

JavaScript and more specifically jQuery provide an easy way to track specific actions when they were not originally built in using **event listeners**. Event listeners allow to add specific actions when certain event occurs, for instance:

The JavaScript above adds a click event listener to the class up link, causing a function to run and print "Someone clicked" in the console. Different classes of event listeners in jQuery can concentrate on various triggers, such as on page load and on mouse hover. This jQuery feature can be programmed or configured in a variety of Tag Management platforms.

### API Calls

API calls can be used to obtain additional data from different sources when the data available from the page itself is not sufficient. Imagine for instance that you want to track competitor's prices or a foreign currency exchange rate when your website visitors are seeing certain pages.

In the above function a request is made using jQuery to fetch the data provided by a given url and output it to the console. The data obtained this way can easily be passed and parsed to JavaScript variables to enrich the data being tracked on your website.



# 4. Track Campaign Performance and Prepare Reports



Unit 4.1 - Marketing Metrics and KPIs

Unit 4.2 - Types of Keyword Tracking

Unit 4.3 - Important Reports for a PPC Campaign Strategy

Unit 4.4 - Auction Insights Report



## Key Learning Outcomes



At the end of this module, participants will be able to:

1. Measure and track the key performance metrics such as cost per click, click-through ratio, conversion rates, total spends and Return on Investment (ROI) for all the campaigns
2. Track the performance of the campaigns at the keyword level and analyze their performance in terms of sales and revenue
3. Measure and compare the performance of different types of keywords such as brand versus non-brand to optimize the campaign's performance
4. Create a report summarizing the performance of pay-per-click (PPC) campaigns for the
5. management
6. Generate the auction insight report to compare the performance against the competitors such
7. as impression share, top of the page rate, advertisement position etc.
8. Compare performance with competitors and create a competitor comparison report using the data available in auction insights to analyze campaign's performance

## UNIT 4.1: Marketing Metrics and KPI's

### Unit Objectives

At the end of this unit, participants will be able to:

1. Differentiate between metrics and KPIs
2. Measure and track marketing and sales performance metrics

### 4.1.1 Introduction

Digital Marketing Metrics and KPIs are values that marketing teams use to measure and track the performance of a digital marketing campaign. Digital marketing teams use a number of platforms and tools to promote their product or service offering, and tracking the results can be time-consuming and challenging. When digital marketing teams create specific marketing KPIs and track them on a dashboard, it suddenly becomes easy to set goals and KPIs, and measure performance against those values.

#### Difference between metrics and KPIs

The basic difference is that a metric is something you can count, such as actions or events. Like pressing the Leave a message button. A metric is just a number. And how you interpret this number is up to you.

Difference between metrics and KPIs

KPIs	Metrics
<ul style="list-style-type: none"> <li>• All KPIs are Metrics</li> </ul>	<ul style="list-style-type: none"> <li>• All Metrics are not KPIs</li> </ul>
<ul style="list-style-type: none"> <li>• KPIs give a holistic view of the performance of different functions in your organization</li> </ul>	<ul style="list-style-type: none"> <li>• Metrics give you a picture of how different individual activities rolled out within the functions are progressing</li> </ul>
<ul style="list-style-type: none"> <li>• KPIs tell you where exactly your teams stand with respect to the overall business goals</li> </ul>	<ul style="list-style-type: none"> <li>• Individual Metrics do not give any insights on their own</li> </ul>
<ul style="list-style-type: none"> <li>• <b>Examples:</b> Pre-sales KPIs, Email Marketing KPIs, Customer Success KPIs</li> </ul>	<ul style="list-style-type: none"> <li>• <b>Examples:</b> Open Rate, Conversations in the last 2 weeks, Deals lost last quarter</li> </ul>

Source: <https://www.dataflo.io/resources/kpis>

A Key Performance Indicator (KPI) includes insights. Typically, KPIs have normal values and can tell you about your business if you compare the actual value with the average value. For example, there are typical open rates in email marketing for different industries. Check them before setting your own benchmarks.

## 4.1.2 Marketing and Sales Performance Metrics

What's happening to my sales? Does my website work well enough? How effective have our content marketing initiatives been over the past few months? Performance measurements and KPIs for marketing and sales can provide answers to each of these queries.

### Conversion Rate (CR)

Conversion rate is the simplest but not an unimportant metric. The conversion rate is the percentage of users that complete a desired action (purchase, download an app, submit a contact form).

$$CR = \text{Number of conversions} / \text{Total number of visitors} \times 100\%$$

You can find the number of conversions and total number of visitors in Google Analytics.

### Click-Through Rate (CTR)

This is a website metric. Clicks mean purchases to a certain degree. The click-through rate is the ratio of users who click a link to the total number of users who view it.

$$CTR = \text{Number of clicks} / \text{Number of impressions} \times 100\%$$

CTR is often used to measure the success of online ads. But it's not the only metric to analyze PPC ads efficiency.

### Cost per Click (CPC)

This KPI shows if you can save some money on paid ads. The cost per click shows how much you pay when your ad is clicked. CPC is used to assess the cost-effectiveness of an ad campaign.

$$CPC = \text{Ad costs} / \text{Number of clicks}$$

Google Ads shows you this information while calculating the CPC on auctions for your keywords.

### Cost per Action (CPA)

CPA is an indicator that shows the cost of completing a desired action. It also helps you to measure the effectiveness of the marketing funnel. It's totally up to you which action you consider desired — signing up for a newsletter, requesting a callback, or something else.

$$CPA = \frac{S_a}{N_c}$$

$N_c$  Number of actions completed

$S_a$  Ad costs

This simple metric is the basis for CPA marketing, where you pay for each conversion that comes from an affiliate source. The pitfalls of this method are that dishonorable affiliates might try to fool you with traffic.

### Cost per Lead (CPL)

This is an even hotter KPI than the previous! Cost per lead is similar to cost per action, except that you pay for contact information of a person potentially interested in your offer.

$$CPL = \text{Ad costs} / \text{Number of acquired leads}$$

To calculate this metric, add all your ad expenditures on the way to registration for gated content, for instance, and divide the total expenditures by the number of acquired leads. This metric will show you if your lead acquisition efforts fall within your budget or if you're spending too much. Keep in mind that a lead is only halfway to being a client and isn't even a loyal follower.

### Customer Acquisition Cost (CAC)

The customer acquisition cost includes money spent on marketing and advertising. CAC is the cost of convincing someone to buy your product or service.

$$CAC = (S_c + S_t + S_s + S_o)$$

$S_c$  overall marketing campaign costs spent on acquisition

$S_t$  marketing team salary

$S_s$  the cost of marketing software

$S_o$  overhead related to marketing (e.g. designers, consultants)

Calculating the total marketing budget can be stressful, but it's worth trying. It can help you see the bottleneck values in your system.

### Abandon Rate

This is the percentage of inbound calls that are canceled before connecting with a call center agent or the percentage of abandoned carts in the retail business.

$$\text{For call centers: Abandon rate} = \text{Abandoned calls} / \text{Total number of inbound calls} \times 100\%$$

$$\text{For retail businesses: Abandon rate} = \text{Number of abandoned shopping carts} / \text{Total number of initiated transactions} \times 100\%$$

### Return on Ad Spend (ROAS)

Simple and understandable, this is one of most important digital marketing metrics for measuring ad performance. Return on ad spend is the amount of revenue your business gets for every dollar spent on ads. Use it as the main metric for each digital marketing campaign and you'll feel the difference between effective and ineffective campaigns.

$$ROAS = \text{Revenue derived from the ad} / \text{Cost of the ad}$$

### ROI (ROMI for marketing)

ROI is the queen of KPIs, even among those who have never heard about analytics! Return on investment is a performance metric that's used to evaluate the efficiency of a particular investment.

$$ROI = ((\text{Gain from investment} - \text{Cost of investment}) / \text{Cost of investment}) \times 100\%$$

You can calculate ROI for almost each process. In most cases, ROI is normalized and must be above 100%. So before you start calculations, find the benchmarks for your particular case.

### Average Revenue per Account/User/Customer (ARPA, ARPU, ARPC)

Average revenue per account (or per user or per customer) shows you the average revenue from an account.

$$ARPA = \text{Total monthly recurring revenue} / \text{Total number of accounts}$$

Check your ARPA now if you're planning to raise prices. Then check it later. If raising prices was a bad idea, you'll see it in the ARPA — unless the total monthly recurring revenue increases, the ARPA will fall.

### Time to Payback CAC

This metric shows how long it'll take to earn back marketing costs spent on acquiring a customer. The time to payback CAC metric is especially relevant for SaaS businesses with long sales funnels.

$$\text{Time to payback CAC} = \text{Customer acquisition cost (CAC)} / (\text{Average revenue per account (ARPA)} \times \text{Gross profit})$$

$$\text{Gross Profit} = \text{Revenue} - \text{Cost of goods/services sold}$$

### Monthly Recurring Revenue (MRR)

The general concept is that MRR is a metric for recurring revenue components of a subscription business. It helps companies predict revenue and realign their sales plans.

$$MRR = \text{Total fees paid by customers monthly}$$

or

$$MRR = \text{ARPA per month} \times \text{Total number of customers per month}$$

### Share of Market (SOM)

This metric shows how big your share of the market is.

$$SOM = (Company\ sales / Sales\ in\ the\ entire\ market) \times 100\%$$

You can calculate the percentage of the market you have and set the right goals to grow. The biggest problem is getting data on sales in the whole market.

### Customer Retention Rate (CRR)

How long do people keep returning to you? Or do they just buy and say goodbye? Getting new customers is much more expensive than reactivating existing customers. The customer retention rate is also called reversed customer churn.

$$CRR = \frac{N_e - N_a}{N_s} \times 100\%$$

$N_s$  Number of customers at the start of the period

$N_e$  Number of customers at the end of the period

$N_a$  Number of customers acquired during the period

The perfect customer retention rate is 100%. It means that customers are loyal and stay with you for a while. But if it starts decreasing, pay more attention to your customer service. It worth trying to keep this KPI high.

### Customer Lifetime Value (CLV)

Customer lifetime value can be historical (the sum of all profits from the purchases a customer has made) or predictive (the total revenue your business expects to get from the relationship with this customer).

$$CLV = \text{Average gross margin per customer} / (\text{Customer retention rate} / 1 + \text{Rate of discount} - \text{Customer retention rate})$$

Why is CLV so important? Because the longer people stay with your company, the higher your revenue will be.

## UNIT 4.2: Types of Keyword Tracking

### Unit Objectives

At the end of this unit, participants will be able to:

1. Describe different types of keyword tracking
2. Prepare report by documenting the key performance metrics

### 4.2.1 Introduction

Since the beginning of search engines, keywords have been the cornerstone of search engine optimization (SEO). The way we track keywords has changed throughout the years as keyword ranking has.

#### What Metrics Matter?

The three most typical metrics you'll observe when tracking keywords are:

**Visibility:** An estimation of a website's organic visibility trend for the group of target keywords that the campaign is currently monitoring. Usually, this is scaled from 0 to 100 percent. All of your tracked keywords would be ranked in position 1 if you had a 100% organic exposure.

**Position:** Position is referred to as your standing in Google or the search engine you are monitoring.

**Volume:** This represents the monthly average for searches. The case for tracking small volume keywords is undoubtedly stronger than the case for tracking higher volume keywords.

**Page:** This is the page that's ranking for that specific keyword. It's always important to know what your top ranking pages are.

You can mix and match which metrics you feel are most important for your stakeholders. Just make sure you can utilize these indicators to illustrate the value of your work.

### 4.2.2 Types of Keyword Tracking

#### 1. Simple Keyword List Tracking

The traditional method for tracking keywords involves a single list of keywords. This was most common when search engines were less complex. As search engines evolved, so did keyword tracking tools. In order to keep up with the changing search landscape, they introduced additional features. However, there are still a lot of situations when keeping track of a short list of keywords is beneficial.

For instance:

One product or service is all that your company provides.

You operate a bar or restaurant in just one place.

You offer a service or product that is not worth much.

A table with your keyword ranking performance and a visibility trend chart may be included in a straightforward keyword list report.

### **Multi-Location Tracking**

If your business is targeting multiple locations, then you're in luck! Most keyword tracking tools offer the ability to track rankings in different locations. You can run a simple keyword list, but include different geography-related terms in your different lists.

## **2. Category Split Keyword Tracking**

As your business offerings expand, you may find that a simple list of keywords may not cut it. You may find that as your list of keywords grows past 100 or 1,000, it becomes difficult to see the big picture.

### **Visibility Gets Cloudy**

Measuring performance with a single visibility indicator no longer makes sense when you're tracking keywords for numerous services and brands. Yet why? You can't identify your strong and weak spots by using a single organic visibility statistic across various facets. The analogy would be to look at organic traffic as a whole without considering content silo performance.

### **How Do We Fix Our Keyword Reporting with Categories?**

When you're reporting to stakeholders, categorising your visibility indicators can help you more easily demonstrate your organic success within their corporate environment. The first step is to tag your keywords with a distinctive identification. This could be a group of goods or services or a brand name.

Next, filter your reporting to only show tables for those tags' visibility and keyword rankings. That's how simple it is! Despite dividing them among your many categories, you can still use the same data as a straightforward keyword tracking list.

## **3. Keyword Funnel Tracking**

The tracking of keywords as they move through a user funnel becomes a little trickier. It functions by combining data from website analytics and keyword data to track user involvement at each stage of the buying cycle. In contrast to the usual keyword tracking, this focuses more on search behaviour.

### **Why Track Keywords in a Funnel**

Many industries are starting to catch on that users search for things in more ways than a single list of keywords. In fact, 15-20% of searches in Google every day have never been searched before. Keeping tracking of the different long-tail queries becomes a bit mundane to keep up with. Additionally, many advanced business types require reporting more advanced than a simple keyword list because they don't accurately paint a picture of the consumer journey.

### **How Do We Set Up the Funnel?**

Let's tap into our traditional marketing roots and look at the old school marketing funnel.

Top Funnel – Awareness

Mid Funnel – Consideration

### Bottom Funnel – Action

So how does this relate to SEO and your website? To remain an agile and effective SEO, we need to tailor our digital efforts to what consumers are looking for. When we start looking into the different ways searchers interact with different industries, we start to learn how to more effectively market to them.

#### Step 1: Assign Webpages to Funnel Stages

Let's look at an example of a healthcare website. Where would a healthcare website's pages fit into the funnel?

Top Funnel: Blogs & Resource Content.

Mid Funnel: Conditions Treated, Insurance Info, Company About Page.

Bottom Funnel: Services Pages, Location Pages, Contact Pages.

Some key metrics we want to track here include:

- Conversions.
- Conversions value.
- Assisted conversions (if possible).
- Organic Sessions.

#### Step 2: Sync Google Search Console Keywords to Funnel Stages

This step gets advanced as it requires advanced tracking software to tag keywords in Search Console based on filters.

My team likes to use Funnel as our integration software and sync all this data into Google Data Studio to visually report the funnel.

There are some basic types of searches that occur when users travel through the marketing funnel.

If you can apply some of those keyword filters to your reporting, then you can assign those keywords to your funnel stages.

Some sample keyword filters you can use include:

- **Top Funnel (Keyword Starts With):** What, How, When, Can, Does, Why
- **Mid Funnel (Keyword Contains):** Best, Top, Review, Benefits, Vs
- **Bottom Funnel (Keyword Contains):** Brand, Location, Near Me, Specific Service

The metric we'll be pulling from this step is organic impressions from Search Console.

#### Step 3: Sync Keyword List to Funnel

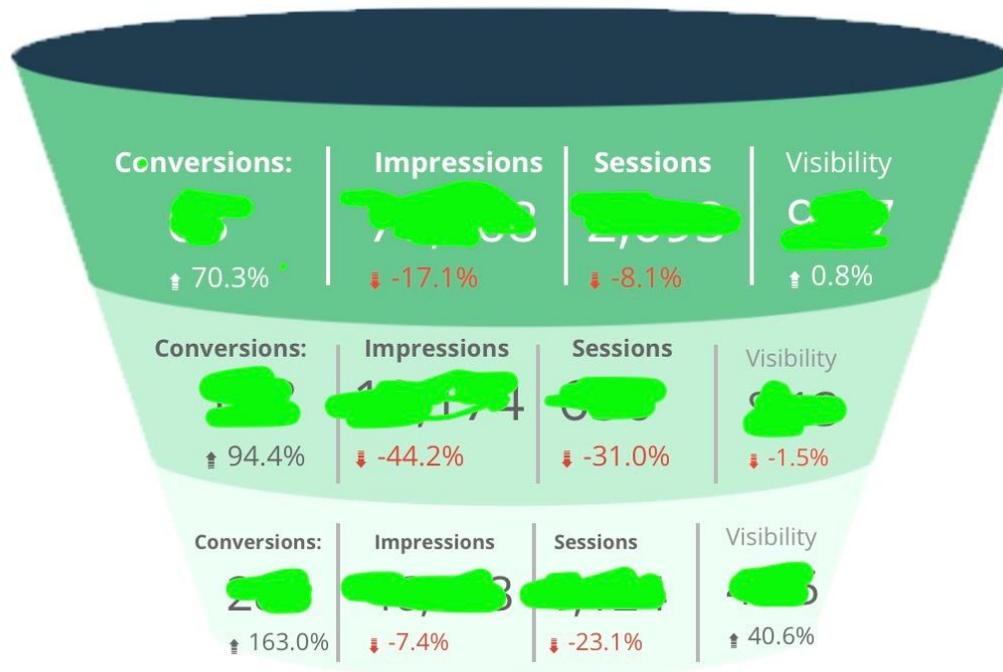
As mentioned in a previous section, looking at a single visibility metric to represent all of your keywords doesn't accurately represent your organic performance.

In Step 3, you'll need to tag your tracked keywords to a specific funnel stage.

Use some of the keywords filter suggestions from step two or look at which page is ranking for those keywords.

The metric you'll be using for this step is visibility. That's it!

### Final Result



Source: <https://www.searchenginejournal.com/keyword-tracking-types/343039/#close>

Once you've mapped out your funnel, you should have a multi-step funnel, each step with the following metrics:

- Conversions – Google Analytics
- Conversions value – Google Analytics
- Assisted conversions (if possible) – Google Analytics
- Organic Sessions – Google Analytics
- Organic Impressions – Google Search Console
- Visibility – Keyword Tracking Software

With this fancy new keyword tracking funnel, you'll be able to impress your stakeholders with this captivating view into your efforts. As you work through the various stages of your search engine optimization strategy, you'll be able to track your performance at both a high level and granular level. This is a perfect method for talking to your C-Suite level stakeholders.

## UNIT 4.3: Important Reports for a PPC Campaign Strategy

### Unit Objectives

At the end of this unit, participants will be able to:

1. Explain various types of reports for PPC campaign strategy
2. Create a report summarizing the performance of pay-per-click (PPC) campaigns for the management

### 4.3.1 Introduction

Pay-per-click (PPC) advertising is a complicated and difficult beast. There is a lot to think about, so it's never boring. To produce actual outcomes, you unquestionably require a PPC campaign approach. This session will provide you a quick overview of the essential reports you need to monitor performance, make adjustments as needed, and ultimately create a successful PPC campaign strategy.

#### 1. Account Audit Report

PPC campaign managers need to be aware of what is and is not effective. You can assess performance to find new opportunities, spot problems, and verify assumptions using an analytics-driven audit. You can learn more about several important variables from the Account Audit Report, such as:

- Wasted money
- Quality Rating
- Share of Impressions
- Ad Copy Analysis
- Mobile Strategy
- Day parting
- Rate of Clicks (CTR)
- Keyword Performance
- Landing Page Improvement
- Geo-Targeting

#### Benefits of this Report

You can target users based on their demographics, geography, device, and ad scheduling, and you can evaluate campaign effectiveness across various ones using the Account Audit Report. Tools like the Accounts Diagnosis and Budget Performance can be used to pinpoint areas that can be optimized and gauge how well you are handling your finances over time.

#### 2. Wasted Spend Report

In Google Ads, *wasted spend* is inevitable. How much you accrue depends on your PPC campaign strategy. With the *Wasted Spend Report*, you can study fundamental factors that impact wasted spend, such as:

- Poor keyword choices
- Irrelevant Clicks
- Under-optimized ads
- Relevancy

### **Benefits of this Report**

This analysis helps you pinpoint the trouble spots where you are losing money, rather than just telling you how much money is being wasted. For instance, a specific tool or keyword match type can be producing a poor return on investment (ROI). In addition, this report includes a wasted quality score that may be used as a reference to assist you make the necessary changes in the future to raise your quality score. With greater knowledge on how you are spending your money, you can optimise it to cut down on wasteful expenses and increase ROI.

### **3. Budget Utilization Report**

Any PPC advertising example will show that the budget comes first. It's critical to monitor areas with excessive or insufficient consumption. You may keep an eye on your budget in a number of ways using the Budget Utilization Report, such as: Budgeting for campaigns, device bidding, and keyword bidding

### **Benefits of this Report**

By monitoring your budget, you can review various segments like keywords, match types, devices, days of the week, etc. This enables you to pinpoint areas that are costing too much.

At the Ad group level, you can assess *Campaign Budget Consumption Vs. Planned Budget Consumption* to understand more about your spending across multiple Ad Groups.

### **4. What's Changed Report?**

Every successful PPC campaign strategy considers the past. With the *What's Changed Report*, advertisers can use automated analytics to compare two periods and draw valuable insights about changes and ongoing data trends.

These insights help you make smarter decisions in regards to your advertising efforts. The report offers insights on many key metrics, including;

- Impression Share
- Exact Match IS.
- Quality Score
- Impression Lost Due To Rank
- Impression Lost Due To Budget
- Average Position
- Click through Rate

- Average Cost per Click
- % New Sessions
- Average Session Duration
- Average Page Views
- Bounce Rate
- Conversions Rate
- Cost per Conversion
- Conversion Value
- Wastage Spend
- ROAS

### **Benefits of this Report**

You can use this report to identify key performance indicators (KPIs), and to drill-down into campaign data so you can learn more about how performance is progressing from one phase of the PPC life cycle to the next.

By covering so many critical factors in your campaign, this report gives you a birds-eye view of everything that truly matters.

## **5. Device Performance Report**

In the modern era, knowing which devices to target is crucial for your PPC campaign strategy. The *Device Performance Report* offers a detailed view of the PPC status of every device.

### **Benefits of this Report**

You can get quick insights by looking at the summarized notes for each device.

Every stage is then broken down further, exploring aspects like:

- Impression break
- Exact Match Impression Share
- Quality Score
- Average Position
- Conversion or performance funnel
- Wasted Spend
- Conversions
- ROAS on different device types

## **6. GEO Performance Report**

When you're running a PPC campaign for a business that wants to target specific locations, it's imperative that you track performance metrics for the right areas.

The *Geo Performance Report* helps you assess and identify key locations by assessing important metrics, such as:

- Impressions

- Clicks
- Cost
- Average CPC
- Conversion Spend

### **Benefits of this Report**

The analysis of how your ads perform on different Days of the Week and Times of the Day helps you schedule your ads for maximum impact.

Also, this report includes a Pareto Analysis so you can focus on high-return areas that generate around 80% of your impressions or clicks.

Lastly, the Change Projection Analysis evaluates metrics in each area to help guide your PPC campaign strategy for a better ROI.

## **7. Campaign Targeting Report**

Quite often, people will get frustrated with their PPC campaign strategy as it seems to get them nowhere at all, regardless of how much time or money they throw at it. If you've found yourself in this situation, it's probably because your targeting is off, which means you need to assess different targeting factors, such as:

- Location
- Time
- Market Segment

### **Benefits of this Report**

You can use this reporting tool to evaluate the frequency of changes in your campaign targeting and devise a solid strategy from the outset so that you don't waste money with poor targeting.

This report also allows you to adjust targeting options based on ad performance.

## **8. Cost Analysis Report**

In PPC advertising, the cost is a huge factor. In fact, it is the be-all and end-all. Generating a ton of conversions is excellent, but not if they cost you a fortune. Every PPC campaign strategy must account for keeping costs to a minimum so that you can achieve your goals *and* maintain your budget.

### **Benefits of this Report**

The *Cost Analysis Report* helps advertisers measure the costs of various aspects of their campaign so that they can determine what is eating up their budget. The report considers key segments, including:

- Ad Groups
- Keywords

- Device
- Match Types

Furthermore, this report also helps you assess the impact of a low-quality score on your spending. If you have a lower quality score, jostling for the top positions against large companies (with larger budgets) will ultimately be a futile and expensive exercise.

### 9. Essential Summary Report

Optimization is crucial. By getting in the habit of regularly reviewing your PPC campaign strategy, you can make adjustments and implement more automation to develop a sustainable, fruitful approach to paid advertising.

This all boils down to knowing the vital metrics, and how to track them. The *Essential Summary Report* provides comprehensive analytics for these metrics, enabling you to assess the following at the campaign and account levels:

- Impressions
- Clicks
- Cost
- Average CPC (Cost-per-Click)
- Conversion Ratio
- ROAS (Return on Advertising Spend)

The report goes into further detail by breaking down each of the metrics above so that you can gauge performance according to:

- Day of Week (DoW)
- Hour of Day (HoD)
- Quality Score

### Benefits of this Report

This report is designed in a way that offers accessible insights at a glance. You don't need to be well-versed in data analytics to use this tool.

With the summarized analysis of the key contributors in your Ads Account, you can use the user-friendly data visualizations and charts to get a clear understanding of how your campaign is performing.

This report offers an advanced comparative analysis of the current period and previous period, which makes it easy to identify change patterns and emerging trends.

### 10. Top Movers Report

Have you been asking yourself any of the following questions:

- What drives changes in my key PPC metrics?

- What campaigns, ad groups, or keywords had the most significant moves in my PPC campaign?
- What was the result of the changes I made?
- Did any of my recent changes break something?

If so, then the *Top Movers Report* is for you.

This report is all about detecting changes – both positive and negative. You can use this tool to compare two periods, either by week, month, or quarter. It works on every level of your Ads account, allowing you to assess changes in performance metrics, including:

- Impression
- Cost
- Conversion Spend
- Wasted Spend
- Clicks
- Conversions
- Conversion Value
- Opportunity

### **Benefits of this Report**

The ability to compare two separate periods gives you a holistic view to determine what is working in your PPC campaign strategy – and what is not.

You'll find all the vital metrics for a full health analysis of your PPC campaign in this report, which means you don't need to worry about anything else.

### **11. Most Significant Keyword Report**

Keywords are the building blocks of every PPC campaign strategy. As such, you must pay close attention to your keyword performance.

With the *Most Significant Keyword Report*, you can analyze performance, discover issues that are holding you back, and find new opportunities to improve your ROI.

### **Benefits of this Report**

Like other reports, this tool offers insights across the previous period and the current period so you can identify and understand significant changes in keyword metrics like Impressions, Clicks, Cost, Conversion, Conversion Value, and Wasted Spend.

You can optimize your bids by focusing on the keywords that contribute the most to your PPC campaign. The historical performance data is beneficial when it comes to increasing or decreasing bids on keywords.

You can identify performance trends for particular keywords, which helps guide your decision-making in regards to refining your keyword list to include more valuable search terms that have a higher engagement ratio.

Keywords impact your campaign on multiple levels, so being able to measure progress with this report gives you defined ways of fixing any problems.

## UNIT 4.4: Auction Insights Report

### Unit Objectives

At the end of this unit, participants will be able to:

1. Explain what the Auction Insights report can offer pay-per-click (PPC) advertisers
2. Describe the use of auction insights report
3. Access the auction insights report and insights Statistics
4. Describe the uses of auction insights
5. Generate the auction insight report to compare the performance against the competitors such as impression share, top of the page rate, advertisement position etc.
6. Compare performance with competitors and create a competitor comparison report using the data available in auction insights to analyze campaign's performance
7. State the limitations of the auction insights report

### 4.4.1 Introduction

Humans have a natural curiosity with what other people are doing. The Google Ads Auction Insights report is the ideal tool because it makes sense in marketing to research the competitors.

#### What is the Auction Insights report?

With the help of the Auction Insights report, a feature of Google Ads, advertisers may assess the effectiveness of their keyword bids in comparison to those of their rivals in the same auctions. You may improve your PPC campaign effectiveness and return on investment by using these insights from the Google Ads auction insight report to spot weaknesses in your strategy and new opportunities (ROI).

### 4.4.2 How Can You Access the Auction Insights Report?

The Auction Insights report is available for both Google Shopping and Google Search campaigns. Remember that even if it gives you data on advertisers who participate in the same keyword auctions, it does not imply that they have the same parameters for their advertising campaigns as you do. As a result, neither the report nor the ability to view the same data in other campaigns allow you to examine your keywords, quality, bids, or settings. It is entirely performance-based.

The Auction Insights report is available at three levels

1. Campaign
2. Adgroup
3. Keywords

The Auction Insights report for Search campaigns provide insights about six metrics:

- Impression share
- Overlap Rate
- Position Above Rate
- Top-of-the-page Rate
- Absolute top of the page rate
- Outranking Share

The Auction Insights report for Shopping campaigns provides insights for:

- Impression Share
- Overlap Rate
- Outranking Share

You can generate a report for one or more keywords, ad groups, or campaigns, providing they meet a minimum threshold of activity for the time period selected. Also, you must segment results by time and device.

### 4.4.3 Auction Insights Statistics

There are several core metrics in the Auction Insights Report. Let's explore each of them:

#### Impression Share

*Impression Share* is the percentage of impressions your ad receives relative to the total amount of impressions it was eligible to receive. You can calculate the impression share as follows:

$$\text{Impression Share} = \left( \frac{\text{Total impressions Ad Recieved}}{\text{Total Impressions Ad was Eligible for}} \right) * 100\%$$

So, if your Impression Share is 40%, that means your ad displayed 40% of the time that it could have shown. It's difficult to compare this with your competitors, as their impression share depends on factors like targeting criteria, statuses, bids, and Quality Scores.

#### Overlap Rate

*Overlap rate* is how often your ad received an impression when another advertiser in the auction also received an impression. For instance, a 20% overlap rate means that for 2 of every 10 impressions you got, an ad from another advertiser also displayed.

A higher overlap rate suggests that you and the competitor have similar targeting, budgets, and Ad Rank.

#### Position Above Rate (Only for Search Campaigns)

When your ad and a competitor's ad shows at the same time, the *Position Above Rate* tells us how often the competitor's ad displayed in a higher position than yours in the search engine results pages (SERPs).

For example, if you see in the Auction Insights report that a competitor has 10% in the Position Above Rate column, it means their ad was ranked higher than yours 1 in 10 times whenever your ads showed at the same time.

### **Top-of-the-page Rate (Only for Search Campaigns)**

*Top-of-the-page Rate* is how often an ad displayed at the top of the SERPs, above the organic search results. For example, if you get 100 impressions, and 20 appear in any of the positions above the organic search results, the top-of-page rate is 20%. You can view your competitors' top-of-the-page rate in the Auctions Insights report too. Remember that this metric is independent of your ad impressions. So, if you and a competitor have a top-of-the-page rate of 90%, it's quite likely that you don't get impressions at the same time. You can compare this rate with the overlap rate for deeper insights.

### **Absolute top-of-the-page rate (Only for Search Campaigns)**

The *absolute top-of-the-page rate* is how often an ad displayed as the very first ad on the page, above the organic search results *and* above *all other* ads.

For example, if you have 100 impressions, with 10 earning you the top spot in SERPs, the absolute top-of-the-page rate is 10%. If you want to increase this rate, you should focus on increasing your maximum cost-per-click (max.cpc) bids, and improving your Quality Score, as these factors influence Ad Rank.

### **Outranking Share**

*Outranking share* is the frequency at which your ads ranked higher than a competitor's in an auction. You can calculate the outranking share as follows:

$$\text{Outranking Share} = \left( \frac{\# \text{ of Times Ranked Higher} + \# \text{ of Times Appeared without Competitor}}{\text{Total Ad Auctions Participated In}} \right) * 100\%$$

Note that, when you make this calculation, you should include instances where your ad appeared in auctions when your competitor's ad did not.

The outranking share metric offers the best insight into how you are faring head-to-head with another competitor.

#### 4.4.4 Best Uses of Auction Insights

So, what can you use the Auction Insights report for in PPC advertising? Here are four good reasons to use it:

##### 1. You can see who is bidding on your brand terms

Ranking for your brand terms is the bare minimum aim when you focus on improving search engine optimization for your business. With the Auctions Insights report, you can see how your competitors bid for your branded terms.

With this information, you can devise a bidding strategy that will ensure you block competing bids, and attract most of the click traffic for your chosen brand terms.

##### 2. You can determine when competitors are more active

Knowing when your competitors are placing bids is useful as you can identify days of the week or specific times of the day when they are more active (or less active). You can then adjust your bidding schedule accordingly to win more auctions when it matters.

##### 3. You can see which devices are most competitive

Perhaps your competitors target specific keywords on mobile, but other keywords on desktop. Use these insights to tweak your bidding strategy, so that you can outbid competitors for your target keywords on various devices, effectively maximizing your reach and ROI on each device.

##### 4. You can gauge keyword performance

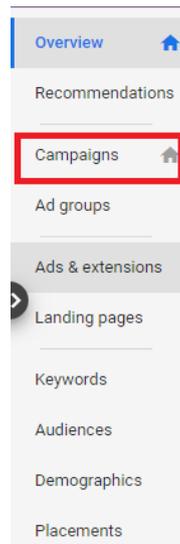
The Auction Insights report offers performance data for individual keywords or sets of keywords. You can use this information to assess the performance of your keywords — or your competitor's keywords. Given these insights, you can make smarter decisions about reducing bids, and subsequently, reducing your cost-per-acquisition (CPA). You can also identify patterns in other key metrics, including quality score, which will guide decision-making to optimize your PPC budget in other ways.

#### 4.4.5 How to Generate the Google Ads Auction Insights Report

Now that you know *why* you should use it let's show you *how* to run the Auction Insights report in Google Ads. With a Google Search campaign, you can create a report for your keywords, ad groups, and campaigns. For a Google Shopping campaign, you can create a report for ad groups and campaigns.

Here's what to do:

1. Sign in to your Google Ads account.
2. Select your preferred menu depending on what insights you wish to see – *Campaigns, Ad Groups, or Keywords*



3. Select a specific campaign, ad group, or keyword by checking the relevant box.

*Note: If you're running a keyword report, you can only select keywords on a single page at a time (unless you run a report for "All").*

<input type="checkbox"/>	<input type="radio"/>	Campaign	Budget	Status	Campaign type	Clicks	Impr.	CTR	Avg. CPC	Cost	Bid strategy type
<input type="checkbox"/>	<input checked="" type="radio"/>	Example Campaign 1	\$1000.00	Paused	Search	0	0	--	--	\$1000.00	Manual bid
<input type="checkbox"/>	<input checked="" type="radio"/>	Example Campaign 2	\$1000.00	Paused	Search	0	0	--	--	\$1000.00	Manual bid
<input type="checkbox"/>	<input checked="" type="radio"/>	Example Campaign 3	\$1000.00	Paused	Search	0	0	--	--	\$1000.00	Manual bid
<input type="checkbox"/>	<input checked="" type="radio"/>	Example Campaign 4	\$1000.00	Paused	Search	0	0	--	--	\$1000.00	Manual bid
<input type="checkbox"/>	<input checked="" type="radio"/>	Example Campaign 5	\$1000.00	Paused	Search	0	0	--	--	\$1000.00	Manual bid
<input type="checkbox"/>	<input type="radio"/>	Example Campaign 6	\$1000.00	Paused	Search	0	0	--	--	\$1000.00	Manual bid
<input type="checkbox"/>	<input type="radio"/>	Example Campaign 7	\$1000.00	Paused	Search	0	0	--	--	\$1000.00	Manual bid
<input type="checkbox"/>	<input type="radio"/>	Example Campaign 8	\$1000.00	Paused	Search	0	0	--	--	\$1000.00	Manual bid
Total: Campaigns 8											

Source: <https://ppcexpo.com/blog/auction-insights-report-to-beat-your-ppc-competitors>

4. Select the *Auction Insights* tab.

<input type="checkbox"/>	<input type="radio"/>	Campaign	Budget	Status	Campaign type	Clicks	Impr.	CTR	Avg. CPC	Cost	Bid strategy type
<input type="checkbox"/>	<input checked="" type="radio"/>	Example Campaign 1	\$1000.00	Paused	Search	0	0	--	--	\$1000.00	Manual bid
<input type="checkbox"/>	<input checked="" type="radio"/>	Example Campaign 2	\$1000.00	Paused	Search	0	0	--	--	\$1000.00	Manual bid
<input type="checkbox"/>	<input checked="" type="radio"/>	Example Campaign 3	\$1000.00	Paused	Search	0	0	--	--	\$1000.00	Manual bid
<input type="checkbox"/>	<input checked="" type="radio"/>	Example Campaign 4	\$1000.00	Paused	Search	0	0	--	--	\$1000.00	Manual bid
<input type="checkbox"/>	<input type="radio"/>	Example Campaign 5	\$1000.00	Paused	Search	0	0	--	--	\$1000.00	Manual bid
<input type="checkbox"/>	<input type="radio"/>	Example Campaign 6	\$1000.00	Paused	Search	0	0	--	--	\$1000.00	Manual bid
<input type="checkbox"/>	<input type="radio"/>	Example Campaign 7	\$1000.00	Paused	Search	0	0	--	--	\$1000.00	Manual bid
<input type="checkbox"/>	<input type="radio"/>	Example Campaign 8	\$1000.00	Paused	Search	0	0	--	--	\$1000.00	Manual bid
Total: Campaigns 8											

Source: <https://ppcexpo.com/blog/auction-insights-report-to-beat-your-ppc-competitors>

Now, you'll be taken to your Auction Insights report.

Note that only ad groups and keywords that meet a minimum activity threshold will be shown in the Auction Insights report. If you selected only Search or only Shopping campaigns or ad groups, you'd see the corresponding Auction Insights report.

However, if you selected a mix of Search and Shopping campaigns or ad groups, then you will need to select the Search campaigns or shopping campaigns radio button to navigate between them.

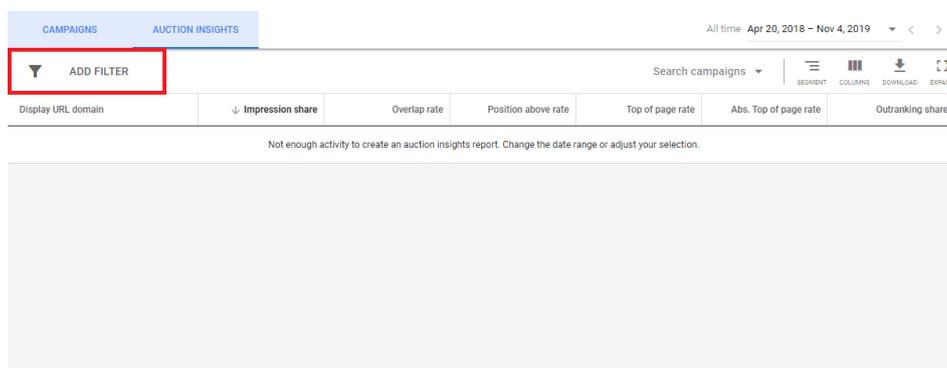
#### 4.4.6 How to Filter your Auction Insights

What if you want to locate specific campaigns, ad groups, and keywords to drill-down for detailed insights?

For that, you can create a filter in the Auction Insights report, which allows you to quickly see which of your keywords, ad groups, or campaigns have Auction Insights reports available.

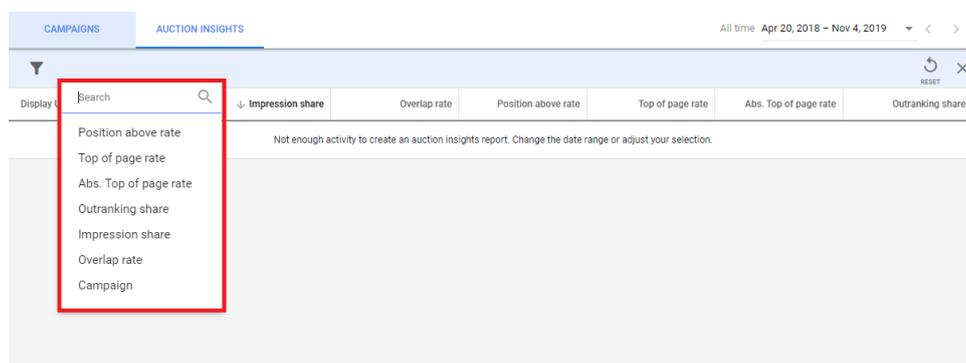
Follow these steps to use the Auction Insights filter:

1. Select the *Filter* icon above your statistics table.



Source: <https://ppcexpo.com/blog/auction-insights-report-to-beat-your-ppc-competitors>

2. Choose one of the filters from the drop-down menu.



Source: <https://ppcexpo.com/blog/auction-insights-report-to-beat-your-ppc-competitors>

3. A list of conditions will appear. Enter the condition you wish to view, then click *Apply*. The table will automatically update to display your campaigns, ad groups, or keywords with available Auction Insights reports.

### 4.4.7 How to Improve Campaign Performance with the Auction Insights Report

The Auction Insights report offers advertisers a lot of useful information, which you can use to great effect.

When you put your campaign performance under the microscope, you're sure to have a lot of questions. Here are eight vital questions that this auction insights in Google ads can help you answer:

1. Who am I competing with in auctions?
2. Are my top competitors consistently active throughout the week or month?
3. Do any advertisers with a lower impression share overall have a higher impression share for specific campaigns or ad groups?
4. What are my most and least competitive markets?
5. How does the competition level influence advertising spend and keyword bids in each market?
6. Have any new competitors entered the market recently?
7. Is there a correlation between my CPC spikes or conversion declines and the arrival of a new competitor (or an existing competitor increasing their impression share)?
8. Who sells similar products to my branded products? Who is using my branded search terms?

When you get answers to these questions, you will have the knowledge you need to guide your PPC campaigns to success. Ultimately, this comes down to three valuable benefits:

#### **High-quality keyword discovery**

The Auction Insight report lets you see which keywords your competitors focus on most. You can identify trending search terms, and start bidding on them to earn a higher impression share.

### **Gain insight into your competitor's media budgets**

While you can't see what your competitors spend, you can see which keywords earn them impressions and top spots. Therefore, you can deduce that they are spending more than other advertisers on these terms.

### **Identify high-performing competitor landing pages**

When a website consistently ranks at the top of the page for several weeks or months on a highly competitive keyword, you may assume that they are receiving a lot of traffic from that keyword. Look at the content on the sites where the term appears to gain suggestions for what to improve on your pages to increase conversion rates.

## **4.4.8 Limitations of the Auction Insights Report**

The Auctions Insights report has many advantages, but it also has some drawbacks. Here are some things to remember:

1. The generated data expires after 24 hours. Additionally, this data is only accessible for highly searched phrases.
2. Only when the keyword was active does the impression share percentage appear. For instance, it won't display the lost impression share if your day-parting setting was from 8:00 p.m. to 8:00 a.m.
3. It conceals the match kinds that led to the impressions.
4. It omits to provide data on rival measures like CPC, clicks, and Quality Score
5. It doesn't indicate whether rivals are actively placing bids for a certain phrase. Instead, it shows statistics about other participants in the same auction as you.
6. It doesn't display the complete volume of impressions for a particular search query. Instead, if a keyword has all of its campaign parameters (geo-targeting, day-parting, etc.) enabled, then information for that keyword will only be displayed.





# 5. Maintain workplace health and safety

Unit 5.1 – Maintain workplace, health, and safety



## Key Learning Outcomes



At the end of this module, participants will be able to:

1. Observe the current health, safety, security policies and procedure of organization.
2. Discuss the safe working practices pertaining to own occupation.
3. Analyze the government rules and policies related to the health and safety including emergency procedures for accidents, illness, fires, or others.
4. Identify the person responsible for health and safety in the working area, including those people whom to contact in emergency.
5. Identify the security signals in the workplace fire alarms, staircases, fire warden stations, first aid and medical rooms.
6. Identify the possible work hazards in the working area which can cause risk to others health and safety.
7. Ensure own and others health and safety in the workplace through precautionary measures.
8. Identify and recommend the basic terms and opportunities to the designated person of your workplace for improving health, safety, and security.
9. Identify and correct the cause of accidents, illness, and fires in your working area and within the limits of individual's authority.

## UNIT 5.1: Maintain workplace health and safety

### Unit Objectives



At the end of this unit, participants will be able to:

1. Observe and understand the current health, safety, security policies and procedure of organization.
2. Ensure own and others health and safety in the workplace through precautionary measures.
3. Identify and recommend the basic terms and opportunities to the designated person of your workplace for improving health, safety, and security.

### 5.1.1 Introduction

Emergency evacuation is needed when staying within the building not safe anymore. Every organization has an evacuation procedure. Every organization has a safe place within the organization compound or outside the organization compound where all employees are expected to assemble in case of an emergency evacuation. The team leader guides the team and takes them to safe place. It is very important in these cases, to assemble at the safe area immediately.

If you do not reach the safe area on time, the team leader who is responsible for your safety will send someone to look for you. This will put the other person's life in danger.

#### Conditions for Evacuation

Emergencies which require immediate evacuation includes:

- Explosions
- Fires
- Earthquakes
- Hurricanes
- Floods
- Workplace violence
- Toxic material releases
- Tornadoes
- Civil disturbances

#### Every company has:

- **An evacuation policy.** All the TLs are responsible for informing their employees about it. When the TL is informing you about these details, pay attention. This negligence could cost lives.
- **A designated place for emergencies.** Ensure that you know where it is.
- **A “buddy system” for individuals with special needs or disabilities.** If you are a buddy to someone, ensure that your buddy is safely out of the premises with you.

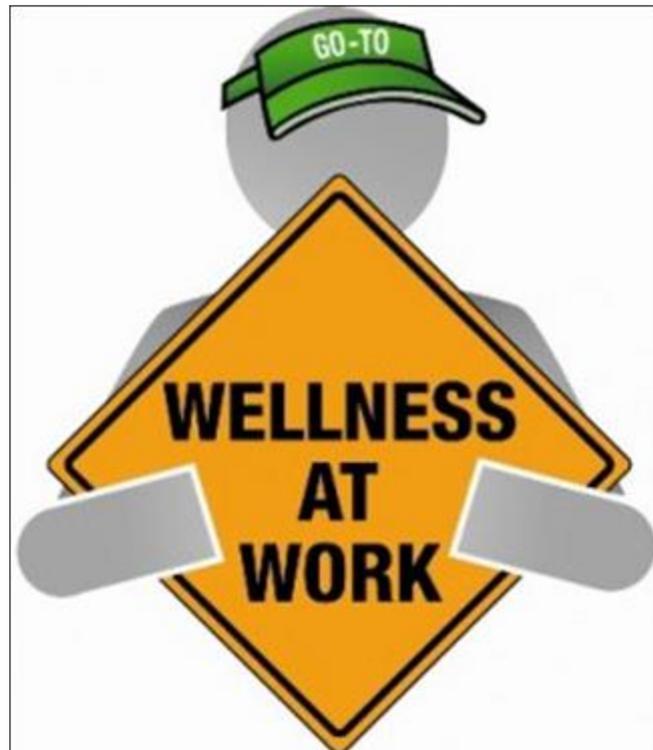


Fig 5.1.1 Conditions for evacuation

- **Floor plans with evacuation routes in work areas.** Ensure that you understand it so that you can use it in time of need.
- **Assembly areas.** These are the areas where you are required to assemble after evacuation.
- **Periodic evacuation drills.** Ensure that you pay attention during those drills. You need to save your life and you can be helpful in saving someone else's life too.

## 5.1.2 Mock Drills/ Evacuations

The responsibility of the safety of the workers in case of emergency is on the fire safety and evacuation workers. These workers need to go through the training to know the duties and responsibilities. In a workplace, the practice drill should be done in every 3 months under simulated fire conditions so that the workers know the techniques of saving their and other life. By practicing in the fire drills, all the workers are able to know the lifesaving method required in case of emergency.

These are the exercises designed to check the staff response as per emergency. It is also a test of the emergency staff, working staff and other members of the fire safety department. Sometimes the drill is not successful but that's okay because humans learn from previous mistakes. But it is important for all the members that they correct their mistakes on time. Sometimes all the mistakes were not done by the members of staff, the mistake is done by faulty equipment and safety plans. But there is a need for staff training periodically.



Fig 5.1.2 Fire Action Plan

There are two vital components for preparing the fire safety plan which are written below:

1. An emergency action plan, which tells the procedure to be optimized in case of emergency.
2. A fire prevention plan, which tells the methods to be optimized to cool the fire as soon as possible.

You need to participate in arranged by organization for your personal safety and for others safety. These drills help you in understanding the

Fire safety and evacuation plans sketch staff duties and accountabilities in time of emergency. Continuing training is required to help safeguard that the employees are conscious of those duties and responsibilities. Firefighting trainings serve as a prospect for staff members to validate, under replicated fire conditions, that they can perform those duties and responsibilities safely and efficiently. It's also a time for the workers or employee to demonstrate about the defend-in-place strategies and the workers can take advantage of facility's fire protection features and exit facilities to protect the people in their care.

Fare excellent exercise designed to evaluate staff response to a replicated emergency. The fare is also a test of facility's fire safety/evacuation strategies and staff training programs. It is not essential that all fun smoothly. That's okay, so long as staff and the organization understand from them, and correct mistakes made. It's vital; therefore, that there is an analysis of each drill so that any problems met can be addressed. Perhaps the problems are due to unfinished or outdated fire safety/emigration plans. Perhaps there's a need for further training of staff.

The two essential components of a fire preparedness plan are the following:

1. An emergency action plan, which details what to do when a fire occurs.
2. A fire prevention plan, which describes what to do to prevent a fire from occurring.

### 5.1.3 Medical Emergencies

Everyone plans for emergencies. That is the reason why we keep a first aid kit with ourselves. At work, however one is exposed to a lot of stress and physical activity. This could lead to certain medical emergencies. It's better to be prepared with the first aid measures and knowledge of

implementing them on ourselves and on others. This module equips you with that information. Pay attention to these medical emergency procedures to understand how to conduct you in these crucial movements. Pay attention during these sessions. You might be able to save your own and your friend lives.

### 5.1.3.1 In case of Medical Emergency

A medical emergency is a situation in which a worker met in accident and needs medical help. The medical injury may be severe or life threatening. Some situations where:

- Person is not inhaling
- Heart attack or stroke
- Heavy or severe bleeding
- Electric Shock
- In case of Poisoning
- Person gets somebody Burns

In case of medical emergency, the person or victim requires the immediate help. Sometime the people need attention before you call the emergency helpline.

It is important to know or remember the number of emergency helpline or Emergency Medical Service (EMS) for the safety of self and other workers.

#### **DON'T**

- Let the victim to eat or drink anything.
- Confine the victim
- Splash any fluid on victim face or on injury.
- Shift the victim to another area or place unless it is the only way to protect the victim.

#### **Bleeding**

- Apply any type of pressure on the wound of victim with the help of bandage or any other means.
- Elevate the wound to slow the bleeding.
- When necessary, apply the pressure-on-pressure points near wound to block excess bleeding.

#### **Fainting**

- Fainting is a loss of consciousness which is due to temporary reduction flow of blood in the victim's brain.
- The unconsciousness of the victim may lead to more injury in the workplace.
- Slow pulse of the victim.
- The pale, cold skin and sweating of the victim.

#### **Causes of fainting:**

- Eating or drinking lack of fluids which is also known as dehydration.
- The low blood pressure of victim.
- Due to lack of sleep.
- Over exhaustion of the worker

**First Aid for Fainting:**

- Lie down the victim on the back and raise the legs above his heart level.
- Ensure the clearance of victim's nose.
- Check for indication of coughing or breathing problem.
- Loose the tight cloths like neck ties, collars, and belts.
- If the victim remains unconscious from the 1 minute, call the EMS as soon as possible

**Shock**

The shock occurs in the human body on the failure of circulatory system. When insufficient amount of oxygen is reached in the body tissue, the shocks also occur. This condition is treated as soon as possible if not; it may lead to organ failure and may cause death. Shock becomes worse by fear and pain of victim.

**First Aid for shock:**

- If possible, keep the victims in lying down position.
- Raise the legs 10-12 inches from the ground level unless you suspect an injury in back and bone.
- If the victim is feeling cold, then cover him. If the victim is feeling hot, then don't make suffocation by covering him.
- If the victim starts vomiting, then move the victim to the suitable place.
- Loosen the tight clothing.

**Muscle Cramps**

- Stretch out the affected muscle of the victim to counterbalance the cramp part of the body.
- Firmly massage the cramped muscle.
- Apply moist heat on the affected area.
- If the cramp remains in the muscle, get medical help as soon as possible.
- Rest- avoids movements and activities that cause pain.
- Apply the ice on the cramped muscle it may reduce the pain and swelling of the muscle.
- Applying the light compression like elastic bandage on the affected area may reduce the swelling.
- Raising the affected area above the heart level may reduce the swelling as well as pain.

**Fractures**

As we all know about the fracture that is the crack or break in the bone.

**Dislocation**

A dislocation occurs when the bone slips out from the specified location. It generally occurs in the shoulders, thumb, elbow, fingers, lower jaw and other movable joints.

**First Aid for Dislocations and Fractures:**

- Immobilize the effected part.
- Stabilize the effected part
- Use a cloth as a sling.
- Use board as a sling.

### 5.1.4 First Aid

First aid is the assistance given to any person suffering a sudden illness or injury with care provided to preserve life, prevent the condition from worsening, or promote recovery.

Kits vary in contents, but most kits have the following items:

- Band-Aids / Adhesive bandages
- Gauze pads and tape
- Scissors, cold pack
- Wound bandage / compress
- Eye pads / eye wash solution
- First aid / burn cream
- Antibiotic ointment
- Face shield or barrier mask for providing CPR
- Forceps / tweezers
- Disposable thermometers
- First aid instruction booklet

### 5.1.5 Personal Protective Equipment's (PPE)

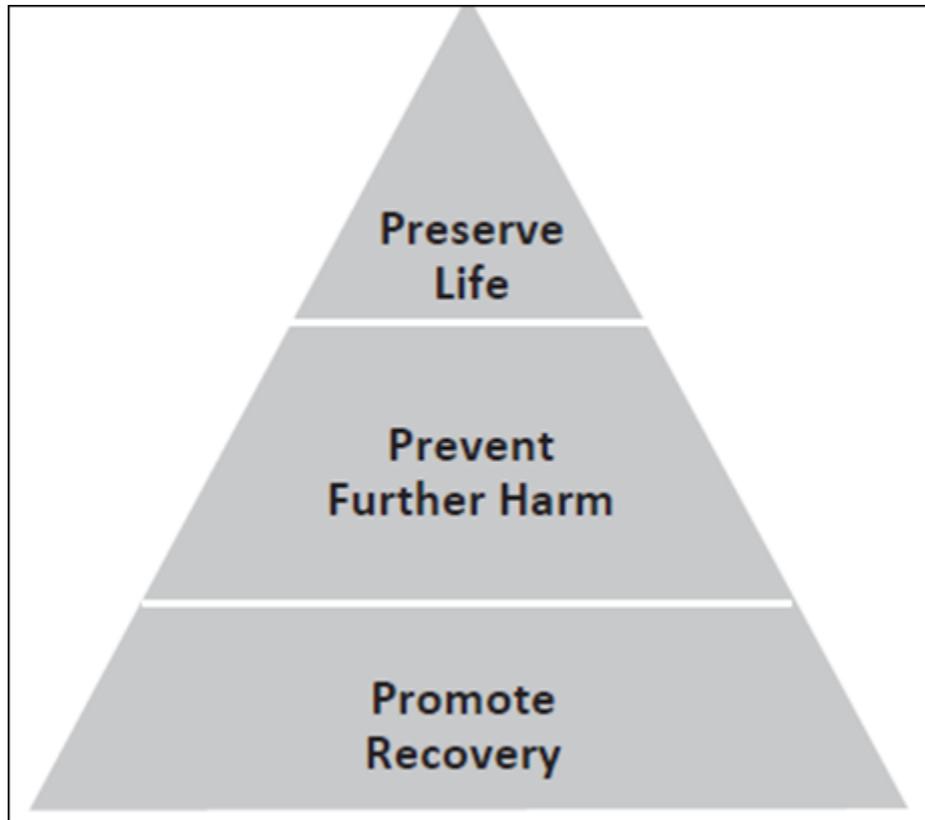
Personal protective equipment (PPE) refers to protective clothing, helmets, goggles, or other garments or equipment designed to protect the wearer's body from injury or infection. The safety by protective equipment includes electrical, heat, physical, biohazards, chemicals, and airborne particulate matter.



Fig 5.1.5.1 Personal Protective Equipment's

In the workplace, there are many situations which require immediate first aid to the victim and many countries have made some regulation, legislation, and guidance which specify the minimum level of first aid to be given to the victim. For this, the worker needs the special training and area for achieving the immediate first aid. Go achieve this; the training should be given by specialist first aid

officer and necessary training given by learning institute. The training of first aid does not need any type of specific tools and equipment but may involve the improvisation with material offered at the time of training.



*Fig 5.15.2: First Aid pyramid*

While delivering First Aid always remember:

- To prevent from degradation.
- Act deliberately and confidently with the victim.
- The timings of Golden Hour should be first 60 minutes from an accident.
- The timings of Platinum Period should be first 15 minutes following an accident.
- Prevent the body shock and choking.
- Stop bleeding from the wound.
- Loosen the clothes of victim.
- Regulate the respiratory system of the victim.
- Avoid crowding near the victim.
- Take the victim to safe place or hospital near the workplace.
- Attend the emergencies situation with ease and without fear.
- Always remember to not overdo. Because the person giving the first aid is not doctor.



3. What is an accident and what are the types of accidents?

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4. Discuss the types of fire-extinguishers and their uses?

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5. Write a short note on health and hygiene?

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6. What are the common components of First-Aid kit?

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7. What are the symptoms of shock and what should be the first aid?

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8. What are the symptoms of heat exhaustion and what should be the first aid?

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Corporation

Transforming the skill landscape



Media & Entertainment Skills Council

## 6. Soft Skills

Unit 6.1 - Introduction to the Soft Skills

Unit 6.2 - Effective Communication

Unit 6.3 - Grooming and Hygiene

Unit 6.4 - Interpersonal Skill Development

Unit 6.5 - Social Interaction

Unit 6.6 - Group Interaction

Unit 6.7 - Time Management

Unit 6.8 - Resume Preparation

Unit 6.9 - Interview Preparation



## UNIT 6.1: Introduction to Soft Skills

### Unit Objectives



At the end of this unit, participants will be able to:

1. Discuss the basic meaning of Soft Skills, their components, and their benefits.
2. Justify for work Readiness and its significance.

### 6.1.1 What is a Soft Skill?

These are personal characteristics that describe an individual's ability to interact with people and situations around. Soft skills can be explained as a group which comprises personality

Traits, social graces, language, habits, sociability and optimism that characterise relationship with other people. Soft Skills complement hard skills which are occupational requirements of a job and many other activities. They are related to feelings, emotions, insight. Soft skills have to do with who we are than what we know. For instance – the soft skills required for doctor would be empathy, understanding, active listening and a good bedside manner. Soft skills also determine how satisfied and happy one remains in professional and personal situations.

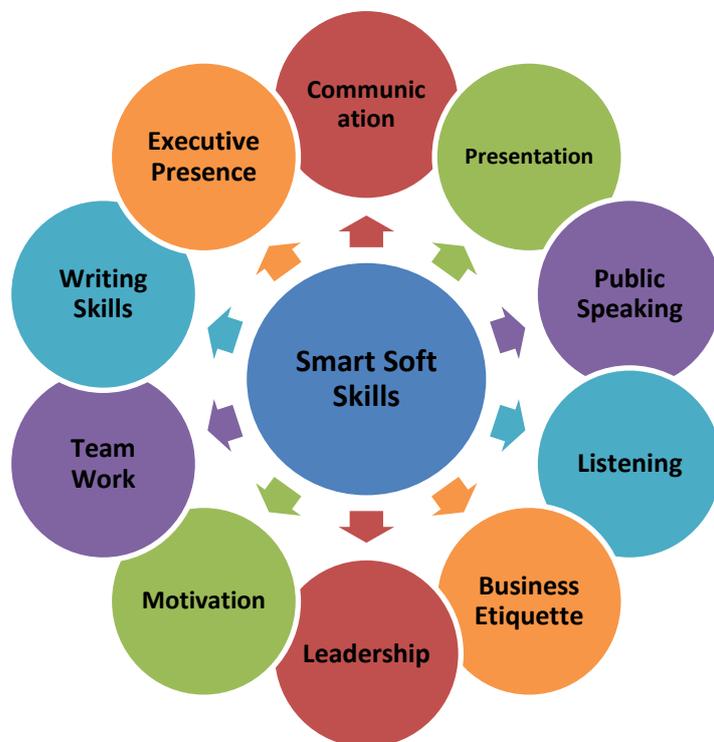


Fig 6.1.1: Soft Skills

### 6.1.2 Components of Soft Skills

- **Adaptability:** It is the ability of an individual to manage change. It's about how fast and smoothly a person can blend in and be productive in a changed environment
- **Emotional Strength:** This involves managing mood and having control over it. An emotionally strong person succeeds in directing his moods and emotions such as anger frustration and excitement

- **Leadership Quality:** How one manages conflict in personal and professional situation and convinces people reflects upon his leadership quality
- **Team Playing Ability:** It is the ability to manage different types of people and make them work harmoniously with each other
- **Decision Making:** This reflects upon how one manages his time and other resources in efficient and productive manner
- **Interpersonal Communication:** This is an individual's ability to effective communication with other and in the process creating a positive image of him
- **Negotiation Skills:** This is how one negotiates with others and reduces the level of stress in work, professional and personal environment

### 6.1.3 Benefits of Soft Skills

Some of the benefits of Soft Skills are as:

- Increased credibility with customers
- Increased customer satisfaction
- More productive employees
- Out service the competition
- Recognition from the industry, employer and peers
- New employment opportunities
- Increased ability to perform on the job

### 6.1.4 Work Readiness

Work readiness involves you having what employers call "the right attitude". At the most basic level you should have:

- A positive attitude to spend some days at workplace
- The capacity to function in a mature environment without the support of other co-workers
- An allegro attitude to the owner
- A clear interest at work to be done
- Expectations of the work that a fresher will be able to do at workplace with commercial goals to achieve
- The willingness to be supervised, follow instructions and wear safety gear as directed



Fig 6.1.2: Work readiness

- The confidence to ask questions to clarify instructions
- Pride in appropriate personal presentation
- The ability to communicate appropriately in an adult working environment
- The capacity to acknowledge customers and provide the assistance recommended by the employer
- A commitment to maintaining their reliability and punctuality for the whole of the period spent in the workplace
- Completed a preparation for workplace learning program which includes OH&S practices, acceptable behaviour in the workplace (including child protection issues) and emergency contact procedures.

## UNIT 6.2: Effective Communication

### Unit Objectives



At the end of this unit, participants will be able to:

1. Do public speaking.
2. Describe likes and dislikes of a person.
3. Know basic etiquette of conversation.

### 6.2.1 Introduction

We are living in an information age where communication is an integral part of our lives. We have to send, receive and process huge number of messages every day. But effective communication is more than just passing information to each other. An effective communication is nothing but understanding the emotion behind the information. Effective communication helps us develop relationship at home, work, and in social situations by excavating our connections to others and improving teamwork, problem solving and decision making.

*Effective communication skill is a learned skill, it is more effective when it's spontaneous than formula.*

### 6.2.2 The Communication Process

The process of conveying information through the exchange of thoughts, ideas, feelings, intentions, attitude by speech, gesture, writing etc. is known as communication. It is the meaningful exchange of information between two or more participants.

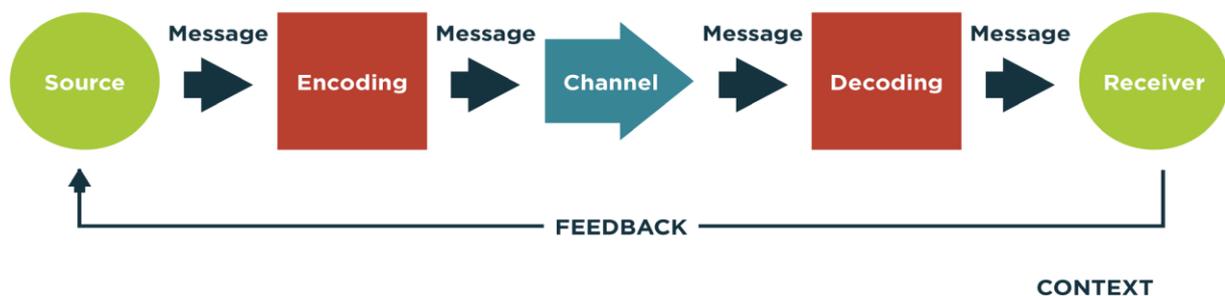


Fig 6.2.1: The communication process

Communication requires a sender, a message, a medium and a recipient. Communication process is not complete if a receiver does not understand the sender's message.

Communication with other involves three steps:

1. **Message:** First of all, the information exists in sender's mind. It could be a concept, an idea, a formation, or a feeling.
2. **Encoding:** A message is sent to the receiver in encoded language/format.
3. **Decoding:** Lastly the receiver translates the words or symbols into a concept or information that a person can understand.

### 6.2.3 Verbal and Non-Verbal Communication

There are three main types of communication. These are:

**Verbal Communication:** It means you listen to a person to understand what message the person is trying to convey. The speaker has the advantage of immediate feedback. This type of communication is best for conveying emotions and can involve storytelling and critical conversations.

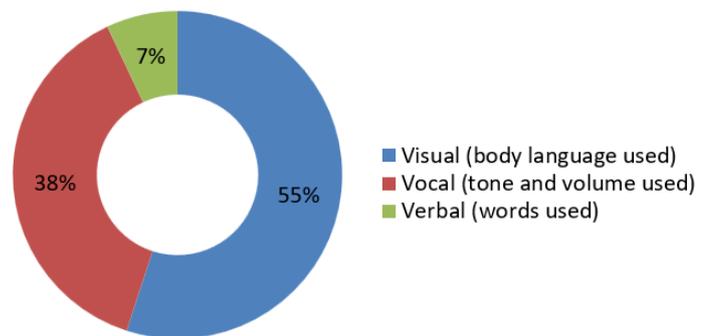


Fig 6.2.3: Percentage of type of communicators

**Written Communication:** Letters, books, newspapers are few of the examples of written communication. Printed media, emails can also be categorised into this communication. They are asynchronous, can reach many readers and are best for conveying information.

**Nonverbal Communication:** A nonverbal communication can also be called Body language because this communication does not involve any verbal interaction, but mere observation of the people involved in the communication. Both verbal and written communications convey nonverbal communication and are also supported by body language, eye contact, facial expression, posture, touch and space.

According to a study only seven-member of a receiver's comprehension of a message relies on sender's actual words, 38th relies on paralinguistic communication (tone, pace, and volume of speech) and 55th relies on nonverbal cues.

Research shows that once people are lying, they're more doubtless to blink more frequently, shift their weight and shrug.

### 6.2.4 Communicating Effectively

There are various reasons why communication is not effective and successful. These failures are because of the barriers in communication which occurs at any stage in the communication process. Barriers may lead to one's message becoming misleading and therefore at risk of wasting both time and money by causing confusion and misunderstanding. Effective communication involves overcoming these barriers and conveying a flawless and concise message.

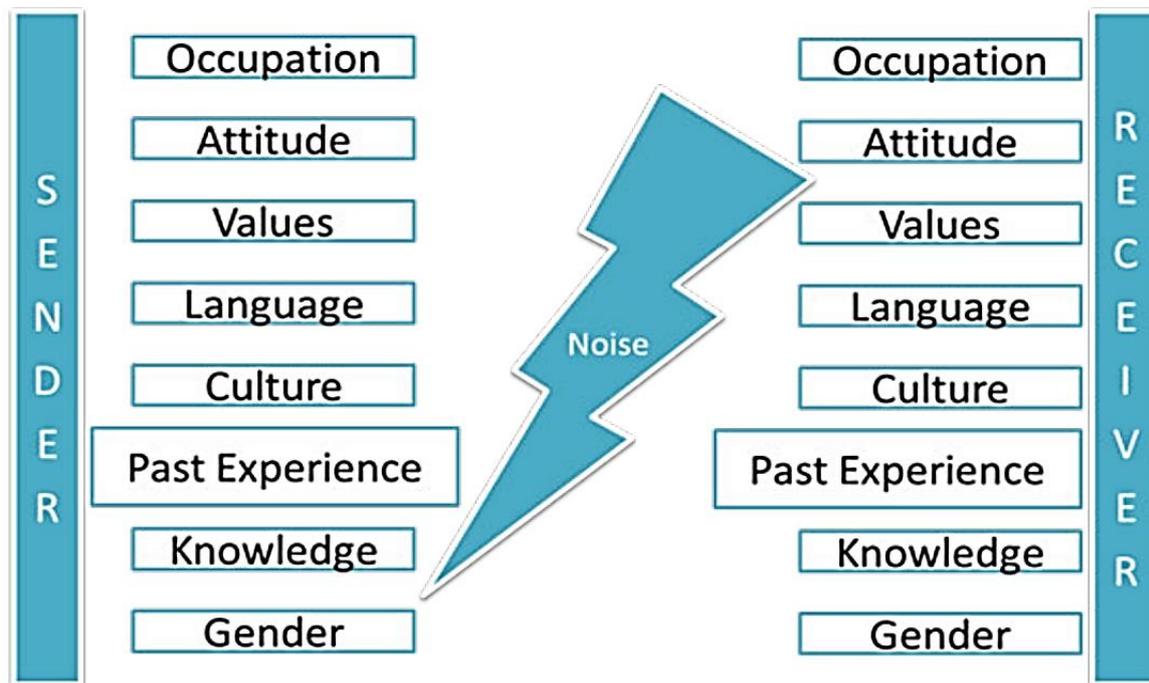


Fig 6.2.4: Communicating effectively between sender and receiver

A skilled person should remember these barriers and try to reduce their impact by regularly checking understanding or by giving correct feedback.

#### Dealing with Barriers

- Use simple, easily understood word. Over complicating makes things confusing
- While speaking in other language always prepare beforehand
- Always give or take feedback to ensure the effectiveness of communication
- Be alert to cues
- Listen, listen, listen ...
- Test your understanding
- Share opinions, perceptions
- 

## 6.2.5 Effective Communication-Practice

### Active Listening

Listening is one of the most significant skills one can have. To become a better listener, it is important that you practice active listening at all times of verbal communication

#### Some tips for active listening

- **STEP 1:** Concentrate what the person is talking about and not on noise or other external distractions.
- **STEP 2:** Understand his emotions and you get it all right. Is the speaker angry, happy or plainly inquisitive?

- **STEP 3:** When the speaker is saying or telling something, don't break the chain of his thoughts.
- **STEP 4:** Don't avoid completing sentences of the speaker. Let them speak and speak only after they finish.
- **STEP 5:** It's alright if you haven't understood at first chance. Request to repeat the information.
- **STEP 6:** Practice makes a man perfect. Listen intently, focus, and ignore other noises. Listen more and talk when required.

It takes lots of concentration and determination to be active listener. Previous habits are arduous to break and if you're listening habits are not good then you have to break those. Start listening deliberately and prompt yourself frequently that your goal is to hear truly what the other person is saying.

## UNIT 6.3: Grooming and Hygiene

### Unit Objectives



At the end of this unit, participants will be able to:

1. Maintain cleanliness and hygiene.
2. Keep their dress clean and tidy.
3. Maintain positive body language while speaking.
4. Unable to perform more of the do's than the don'ts.
5. Learn about good eating habit and their impact on health.
6. Avoiding bad things such as gutkha and alcohol.
7. Learn about AIDS and its prevention.

### 6.3.1 Personal Grooming

An art of keeping your body and mind clean is Personal Grooming. It is very important that everyone should take care of their hygiene and cleanliness. Due to this, one would not just look good but feel healthy too. Taking care of your body appearance is imperative. Once you enter your store/department you need to be dressed in full uniform as per company standards, and also properly groom yourself as per the service ethics.

Personal grooming not only makes us presentable but also makes us feel confident about ourselves. Good personal hygiene is essential for good health. Habits that are considered personal grooming include, bathing, dressing, applying makeup, hair removal and taking care of one's teeth, nails and skin.

#### Appearance

- The front-line person/team is the brand ambassador of the company, just like the face is to your body. The customers visiting the stores are greeted by this team and lend their assistance. Hence, they are expected to present a neat and clean look.
- When in store premises, even during off-duty hours, a well-dressed appearance needs to be maintained. They are expected to be in uniforms (including shirt, trousers, shoes and socks) which must be worn clean and ironed.
- We should take care about no stains, broken buttons, or loose thread present on the uniform.
- You should always clean and polish your shoes. Sandals/slippers/sports shoes and white socks should not be worn during on duty.
- Nails must be trimmed and clean.
- Hair should be neatly combed before commencing duty. For female members hair should be tied up if longer than shoulder length. Display ID cards when on duty is a must since accountability is important for the customers.

### 6.3.2 Specific Uniform Guidelines

S.No.	Specifically for Men	Specifically for Women
1	Uniform prescribed should be clean and pressed	Women having long hair should tie it with rubber band or hair clips and not keeps it loose.
2	Shoes should be clean and polished	They should avoid bright color nail polish and long nails as they'll be a cause to distract customers or harm the merchandise on display.
3	Hair must be short, clean & tidy.	Minimum, non-flashy jewellery should be worn.
4	One is expected to have a clean-shaven look	Dangling earrings, noisy anklets and bangles must not be worn on the floor
5	In case of beards/moustaches, must be trimmed, neat and tidy	Only very light make-up to be applied (lip- stick of very light shades only)
6	Nails should be cut or trimmed neatly at regular intervals	Any type of earrings studs and bracelets are not to be worn on the floor during official hours

### 6.3.3 Body Posture

- Staff needs to always keep their hands clean as they mostly will be handling merchandise or in contact with customers
- Avoid biting nails on the floor.
- Manage body odour and bad breath to be under control as they are offensive to the customer.
- Maintain straight & upright posture on the shop floor.
- Slouching on the floor, hands in pockets, hands on the hips are not courteous to the customer & hence should be avoided.

It just takes a few seconds for people to assess others when they meet for the first time. The other person creates an opinion based on appearance, body language, mannerisms and how one is dressed. For creating a first positive good impression always follow these things:

- Be on time
- Be yourself and be at ease
- Present yourself appropriately
- Always smile
- Be courteous and attentive
- Be positive

### 6.3.4 Positive Body Language

While meeting someone for the first time always remember that not only you should talk positively but your body language also needs to be positive. There are some tips for positive body language as:

- Avoid your pockets. Keep your hands out of your pocket. Hand in pocket shows we are uncomfortable and unsure of ourselves. Keeping our hand in open indicates confidence and show that people have nothing to hide.
- Don't Fidget. Fidgeting is a clear sign of nervousness. An individual who can't keep still is an individual who is worried, tense and not confident. Keep your gesture calm and under control.
- Keep your eyes forward. This indicates that you are interested in communication with other.
- Stand up straight with your shoulders back. It communicates confidence.
- Take wide steps. It makes you seem purposeful and suggest a personal tranquillity and denotes confidence.
- Firm handshake. Grip other persons hand firmly and confidently instead of getting a palm full of dead fish. Firmness adds warmth and enthusiasm to the handshake. But make sure that you don't crush the other person's hand and don't hold on too long.
- Don't cross your arms when meeting other persons. This is a protective posture.
- Use contact to show appreciation.

### 6.3.5 Personal Hygiene

#### What is Personal Hygiene?

Personal Hygiene is the set of practices to follow to preserve one's health. Maintaining a high level of personal hygiene will help to increase self-esteem while minimizing the chances of developing infections. Poor personal hygiene can have significant implications on the success of job applications or chances of the promotion.

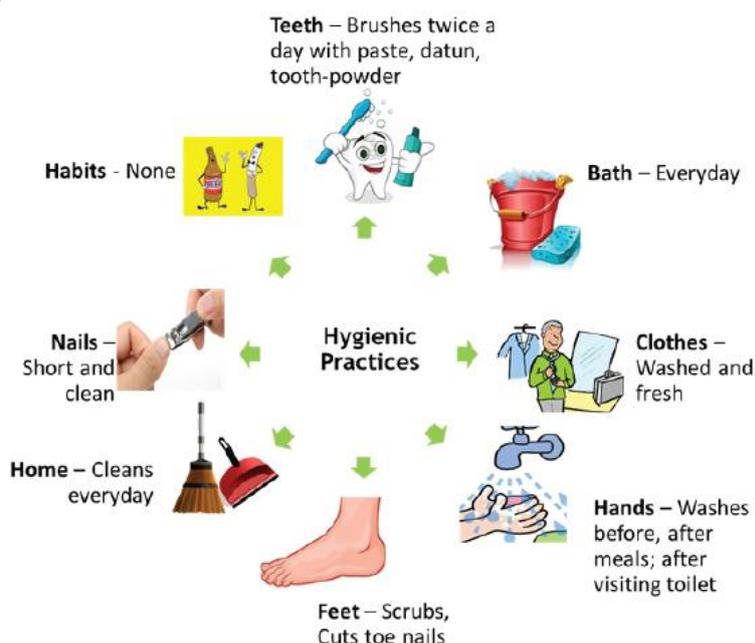


Fig 6.3.1: Good habits for personal hygiene

### 6.3.6 Physical Fitness

Apart from following these hygienic practices, one should also be physically fit. Physical fitness is an outcome of regular exercise. Exercise may be of many different forms like jogging, morning-walk, weightlifting, gym, swimming, cycling, yoga and many more.

#### Advantages of Physical Fitness

- It maintains optimal body weight.
- It reduces risk of diseases.
- It boosts confidence and self-esteem.
- It reduces stress, anxiety, and depression.

#### Healthy Eating

We can follow hygienic practices and exercise regularly, but what we eat has the biggest impact on our health. To be healthy, one must eat healthy. But what do we mean by eating healthy?

Eating a healthy, balanced diet provides nutrients to our body. These nutrients give us energy; keep our brain active and our muscles working.

#### What are healthy eating habits?

- Always try to eat home-made food
- Avoid oily food
- Always cook and eat fresh food
- Avoid junk food like burgers, carbonated drinks etc.
- Eat fruits regularly
- Drink lot of water

#### Things to be avoided

There are certain habits that have severe ill-effects on one's health. Such habits should be avoided for a healthy life.

#### Alcoholism

It's the tendency during which one consumes alcohol to manage difficulties or to avoid feeling unhealthy.

Alcohol has the potential to interrupt almost every organ in the body as well as the brain. Uncontrolled consumption of alcohol not only affects a drinker's health but also human relationship and social standings.

#### Its effects:

- Health increase risk of heart diseases, cancer, impaired immune system, liver infection (Cirrhosis) etc.
- Reduced work focus and drop in performance
- Degradation in social and economic status
- Withdrawal symptoms like anxiety, trembling, fatigue, headache, and depression etc.

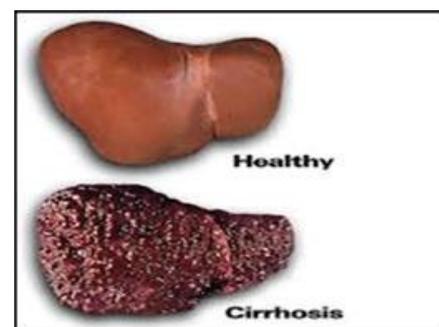


Fig 6.3.2: Liver affected with alcoholism

## Tobacco

Tobacco is the second largest cause of death in the world. It claims one death in every six seconds. Smoking is a practice of burning a substance and inhaling the smoke coming out of it. Common smoking implements include cigarette, bidi, hookahs, and pipes. According to a report every year 4.9 million people die worldwide because of smoking. Smoking is prime cause of lung cancer. According to a study male smoker lose an average of 13.2 years of life while a female smoker loses 14.5 years of their life. Smoking increases 50 % chances of heart diseases than a non-smoker.

Chewing tobacco is a product consumed by placing a portion of it between the cheek and upper gum or upper lip teeth and chewing. Having tobacco increases the risk of oral cancer.

### Its effects:

- It is the biggest reason for oral cancer which effects mouth, tongue, cheek, gums and lips
- Chewing tobacco lessens a person's sense of taste and ability to smell
- Smokers face a greater risk of suffering from lung cancer

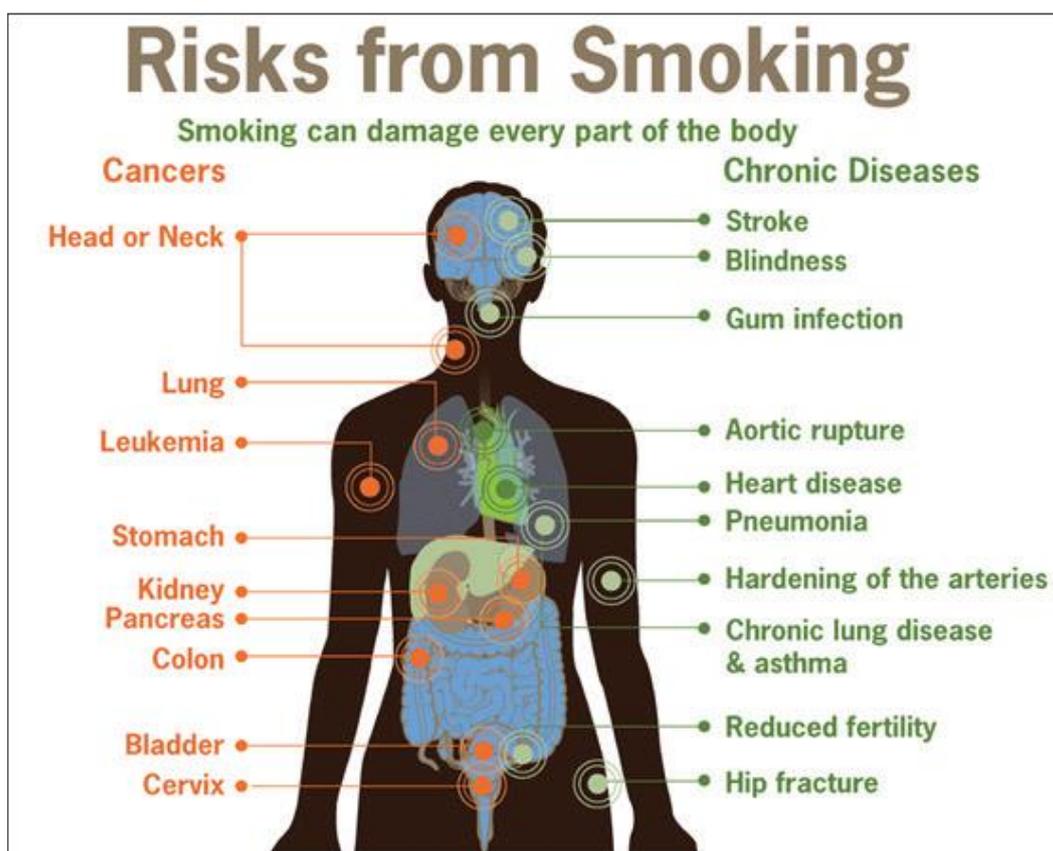


Fig 6.3.3: Risks from smoking

## Gutkha

Gutkha is extremely habit-forming and an acknowledged substance. Excessive use of gutkha can cause loss of appetite; promote uncommon sleeping pattern and loss of concentration beside different tobacco related issues. A gutkha user may be simply illustrious by prominently stained

teeth ranging from dirty yellow orange to scarlet, black. The stains are powerful to remove by normal brushing sometimes want the attention of dentist. According to a world adult tobacco survey 53.5% of Indians use tobacco products. Gutkha's each sachet contains 4000 chemicals, including 50 that cause cancer, Betel nut, Tobacco, Flavouring.

#### **Impact of Gutkha on health**

- Loss of sensation in tongue
- Disfigured mouth
- Increased sensitivity to heat, spices, cold and spices
- Inability to open the mouth
- Swelling, lumps, rough spots on gums or in other places inside the mouth
- Unexplained bleeding in mouth
- Difficulty in swallowing and finally Mouth Cancer

### **6.3.7 AIDS/HIV Awareness**

The full form of AIDS is Acquired Immuno Deficiency Syndrome. AIDS is caused by HIV (Human immunodeficiency Virus). It is the last stage of the HIV infection, if a person is HIV positive, he/she is suffering from AIDS.

According to a survey number of AIDS patients in India is between 2 to 3.1 million almost 50 % of total patients of AIDS. More men are HIV positive than women. A total of population of 0.29% females are suffering from AIDS while 0.43 % males are suffering.

#### **AIDS is transmitted by:**

- Unprotected sexual relationships
- Contaminated blood transfusion
- Hypodermic Needles
- From infected mother to child



*Fig 6.3.4: Aids awareness ribbon*

As per studies in India HIV/AIDS is largely due to unsafe sex worker interactions. About 86 % HIV incidents in the country is from unprotected sex. Migrant workers, truck drivers and majority of men who have sex with men pose greater risk of infecting their spouse and unborn children. People between 18-29 age groups accounts for 31 % of AIDS burden.

There are no medicines or vaccines for AIDS so far. The treatment and medicines which are available in the market are expensive and have side effects.

AIDS is not a disease like cancer or malaria but is a condition that weakens a person's ability to fight diseases (immune system). AIDS not only affects you, but also has severe impact on family and friends. Even one mistake is enough to get HIV positive.

## Main symptoms of Acute HIV infection

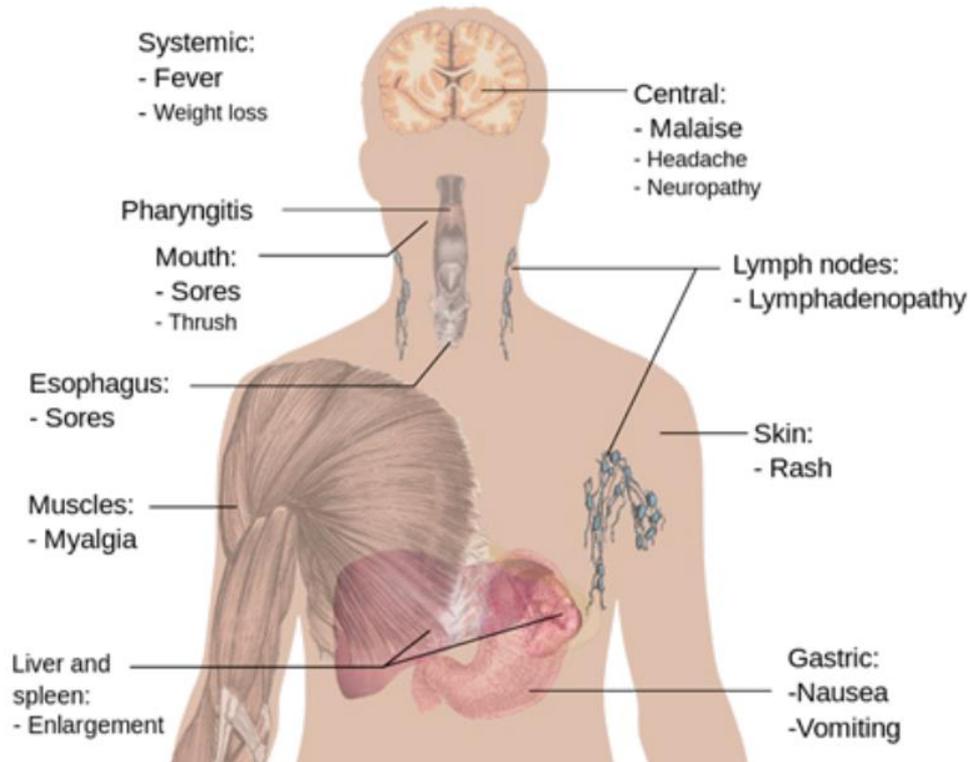


Fig 6.3.5: Main symptom of acute HIV infection

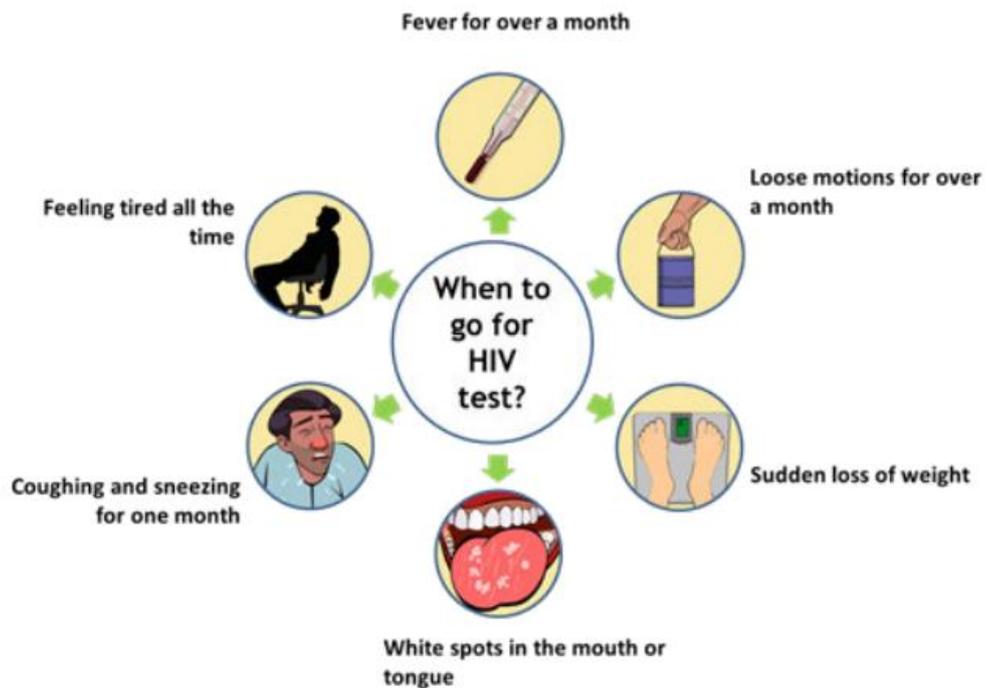


Fig 6.3.6: General symptoms of acute HIV infection

**Stay faithful**

- In India large number of people move around for work, mostly men.
- Are you one of them?
- Take care. See that you don't catch any infection from AIDS.
- Even one visit to a sex worker may result in HIV infection.
- So, it is advisable to avoid multiple sex-partners and always use protection (condoms/nirodh) during intercourse.

**AIDS does NOT spread through**

- Sitting close
- Working together
- Hugging
- Touching hands
- Mosquito bite
- Saliva or cough
- Taking care
- Sharing clothes
- Eating together or sharing utensils

## UNIT 6.4: Interpersonal Skill development

### Unit Objectives



At the end of this unit, participants will be able to:

1. Develop a positive attitude and behaviour
2. Define the Goal Setting
3. Motivated for team participation at work
4. Learn how to manage relations
5. Learn about Stress and anger management skills
6. Learn to develop leadership qualities

### 6.4.1 Introduction

Interpersonal skill development is the blend of different traits of day-to-day life that play an important role in creating our impression in other's mind. It starts from inside. The role of interpersonal skill development is to help us understand how to make choices about our attitudes and actions. It enables us to understand:

- Where are we now?
- How change and growth occur successfully?
- How can we change our attitude to get results we want and to be more effective in work and personal life?

One can learn to control over many aspects of our job and their environment by making appropriate choices and responses.

**These include various traits like:**

- Positive Attitude
- Motivation
- Goal Setting
- Team Work
- Managing Relations
- Etiquette
- Stress and Anger Management
- Conflict Resolution

### 6.4.2 Positive Attitude

**What is attitude?**

- Our approach...
- Our outlook towards situations and others...
- The emotions we express towards others.
- Our attitude must be positive and hopeful.

**Remember:**

- Luck favours those who help themselves
- Don't wait for things to happen make them happen
- Stay away from negative influences
- Start your day with something positive
- Learn to like the things that need to be done

Positive attitude shows in the following ways:

- Positive thinking
- Constructive things
- Creative thinking
- Optimism
- The motivation and energy to accomplish goals.
- An approach of happiness

Positive attitude results in happiness as well as success. Positivity not only affects you and the way you look at the world, but it also affects work environment and people around you.

**Story of Carrot, Egg, and Coffee Beans**

Raju works as a supervisor in a factory. He is not happy with his job. One day he spoke about his dejection to his elderly friend, Prashant, who runs a small canteen for the factory workers. "Prashant I am not satisfied with my job. There are so many problems in the factory. If I solve one, another one crops up. The problems seem to be never ending. I am quite fed up and wish to quit."

Prashant said nothing. He quietly put three pots with water on the stove. He put some carrots into one pot, some eggs into another and coffee beans into the third pot. The water in the pots began to boil. Raju wondered what was going on! "Oh, here I am with my tale of woes, and this illiterate cook goes about his business!"

After some time, Prashant switched off the stove and put the carrots, eggs, and the beans in different bowls. He then said, "My friend, what do you see here?" "Carrots, eggs and coffee", said Raju irritably. "Of course! Now come and feel them one by one", said Prashant. "Oh God!

What do you want to prove?" asked Raju controlling his anger. "The carrots have turned soft. The egg is hard boiled beneath its shell and the coffee is stronger in aroma". "Exactly" said Prashant "Each of them faced the same degree of heat, but each reacted differently. The carrots that were so hard before became soft and weak. The egg was fragile with its thin outer shell, but after boiling it became hardened and the inner liquid portion became hard boiled. But the coffee beans are unique. After boiling in water, they became stronger and richer. So, my friend, tell me, are you the carrot, the egg or the coffee bean? How do you respond to difficult situations? Are you like the carrot that is hard to look at but with the slightest difficulty becomes weak and soft? Are you the egg born with a soft heart but became tough and stiff after a difficult or a bitter experience? Or are you like the coffee bean that gets stronger and tougher and reaches its peak in extreme adversity or difficulty?

When things get worse, you get better.

"Thank you, Prashant. You've opened my eyes. I shall strive and do my best."

### 1.4.3 Goal Setting

Goal setting is a powerful method for considering your ideal future. The method of setting goals helps you to decide on where you wish to go in life.

Goal setting consists of establishment of specific, measurable, achievable, realistic and time targeted aim. Goal setting helps individuals work towards their own objectives. Goals are a kind of motivation that sets the standard for self-satisfaction with performance. Achieving the goal, one has for oneself is a measure of success and having the ability to satisfy job challenges is a way one measures success in the workplace. Set SMART goals:

- S: Specific
- M: Measurable
- A: Attainment
- R: Relevant
- T: Time bound

#### Identify:

- What you want to achieve,
- Where you must concentrate your efforts
- Also spot the distractions that can, lead you astray.

#### First create your “big picture” (the next 10 years):

- Identify the large-scale goals that you just wish to achieve.
- Then break these down into the smaller targets that you simply should hit to succeed in your life goals.
- Once you have your plan, you begin working on it to achieve these goals.

#### Setting goal is important for an individual because:

- Goals narrow attention and direct efforts to goal related activities.
- Goals lead to more effort.
- One works through setbacks if he is pursuing a goal.
- It develops and changes individual’s behaviour.

#### Categorization of Goals

To give a broad balanced coverage of all important areas in your life set goals in all the important categories of your life such as:

- **Career:** What level do you want to reach in your career or where you want to reach?
- **Financial:** How much you want to earn, by what stage? How is it related to your career goals?
- **Education:** Is there any specific knowledge you want to acquire in life? What information and skills you need to acquire to achieve your goals?
- **Family:** How you want to be seen by your spouse and family members?
- **Health:** Do you want to stay healthy in your old age? What are you planning to achieve this?
- **Public Service:** If you want to make the world a better place, what will you do?

### 1.4.4 Team Dynamics

A team is made up of a group of people associated to a common purpose. Teams are especially made to conduct complex works. A team is an example where a people share a goal. This creates a dynamic bond amongst the team members as they are dependent on one another for success. For example, a sports team wins or loses as a whole.

#### Team members need to learn:

- How to assist each other
- Realize their true potential
- Prepare the atmosphere that is familiar with each member to work beyond their strength.

#### Factors of Team Dynamics

- Tolerance and Cooperation
- Set aside feelings of caste, creed, profession
- Put up with each other
- Identify strengths of each
- Who can do what

In a team, there is no room for personal gains and not betrayals. In a team:

- A single person cannot achieve a big task single handedly.
- Big and difficult tasks can be accomplished only through collective effort, through teams.
- In a team, the team members stand by each other during good and bad times alike.
- Work together towards a common goal.
- Divide the task and share the burden.
- Help and accept help from others.

#### Story: Small Fishes and Big Fish

Once there was a shoal of tiny red fish living in the sea. One among them was a little different. His name was Swimmy and he was black in colour. Swimmy was the fastest swimmer in the shoal. The fish would swim around in the sea looking for food. One day when they were busy searching for lunch, Swimmy who was far ahead of the others seeing a big fish coming in their direction. The big fish was also looking for his lunch---smaller fish. Swimmy was scared! If the big fish would spot his shoal, all of them would be eaten up. Swimmy thought hard of a way out and quickly came up with a plan. He quickly swam back to his shoal and told all the fish about the big fish and explained his plan to escape from being eaten. When the big fish came closer, he was shocked to see an even bigger fish swimming in his direction with its huge jaws wide open. Frightened that he would get eaten up, the big fish swam away. If he had looked carefully, he would have realised that the huge fish was all the tiny red fish swimming very closely together in such a way that they looked like one big fish. And little black Swimmy, being different, became the eye of the 'huge' fish!

### 6.4.5. Managing Relations

We all have different personalities, different desires and wishes, and different ways of showing our emotions that affects people around us.

70% of the workplace learning is informal, once people discuss with each other at work they really are learning to do their job better. Friendlier staff is effective communicators, more productive and trustworthy more by employers and colleagues.

Tips for improving relations with people around us:

- Observe how you react to people such as do you reach to a conclusion before you know all the facts.
- Look honestly how you think and interact with other people.
- Look at work environment. Do you seek attention for accomplishments or give chance to others?
- Accept your weaknesses courageously and work on them.
- Take responsibility for your actions.
- If you think someone is hurt by you, apologise directly.

### 6.4.6. Etiquette

Etiquettes are rules to operating behaviour regarded as good and acceptable in personal and professional life. Etiquette includes:

#### **Making Positive Impression**

- Stand straight, make eye contact, and turn towards people when they are speaking and genuinely smile at people.
- Follow the dress code prescribed by the organization.
- When meeting someone for the first time always shake hands with a gentle firmness.
- Always arrive early to work each day.

#### **How you treat with people**

- Think how you treat your supervisors and colleagues.
- Don't make value judgments on people's importance at workplace. Respect every individual equally.
- Respect people's personal space at workplace.

#### **Communicating at Workspace**

- Keep workspace professional and neat.
- Don't interrupt other people on the workplace.
- Limit personal calls especially when you are working in a manufacturing unit.
- At and smoke to the designated areas only otherwise it may disturb other people.

Work etiquette tells the individual a way to behave when handling situations in an exceedingly working environment however the trivial situation is. It also applies to co-worker interaction and communication with colleagues.

### Work Ethics

Work ethics is a value based on hard work and attentiveness. Work ethics include:

- **Discipline:** It takes a certain level of commitment to finish your tasks every day. Only with discipline one can stay fixed on goals and determined to complete his assignment.
- **Commitment to work:** A strong sense of commitment to work affects how an individual work and the amount of work he does. When a worker is committed to work, he turns up on time, puts in his best efforts and completes the projects to the best of his ability.
- **Punctuality:** It shows that you are dedicated to your work, interested in the work and capable of handling responsibility. Being punctual shows your professionalism and commitment to work.
- **Ownership and responsibility:** Ownership and responsibility stretches in all aspects of an employee's job. Co-workers value the employees' ability to give honest feedback. Supervisors rely on the high moral standards trusting him not create problems and being responsible.
- **Striving to excel:** Keep yourself updated with new developments and knowledge of your field. Learn new skills, techniques, methods required to uplift your career. Workers exhibiting a good work ethic are usually selected for higher positions, increased responsibility as well as promotion. Workers who do not exhibit good work ethic can be regarded as incompetent and failing to provide a fair value to the employer for the salary.

### 6.4.7. Stress and Anger Management

Anger is a normal and a healthy emotion. Anger management may be critical for people who find it difficult to keep it under control. There are many health issues related to an unresolved anger like heart attack, high blood pressure, anxiety, depression, colds and flu/fever and digestive problems. If your heart beats faster and you breathe quickly, tension in your shoulder or clenching your fists beware your body may be showing sign of anger, take steps to calm yourself down. Once you will be able to recognize the signs of anger you can calm yourself down.

#### Always remember:

- Avoid unnecessary stress, learn to say no and take control of your environment
- Express your feelings instead of boiling them up
- Accept the things you can't change
- Learn to forgive
- ANGER is only one letter away from DANGER
- Anger can destroy lives, destroy relationships
- Put yourself in other's shoes
- Don't react immediately
- Post pone for a few seconds whatever you wish to say or do
- Take a deep breath
- Speak when you have calmed down

## 6.4.8 Conflict Resolution

### What is a Conflict?

A problem or a situation that may be difficult to understand or to deal with.

### Why do we need to resolve conflicts?

- If a problem is not solved or addressed at the right time it may blow out of proportion
- An unsolved problem can be like Cancer which spreads and translates itself into all other areas in life
- Unsolved problems may lead to increased levels of bitterness and frustration
- It may foster bad habits like backbiting, gossiping, etc.
- Persons involved in conflict may lose focus and target each other's character instead of the specific behaviour to be modified

### How to work out Conflicts?

- **STOP** . . . before you lose your temper and make the conflict worse.
- **SAY** . . . what you feel is the issue. What is the reason of disagreement? What do you like?
- **LISTEN** . . . to others' ideas and feelings.
- **THINK** . . . of solutions that satisfy both the parties

If you still can't agree, ask someone else to help you work it out.

## 6.4.9 Leadership Skills

The ability to lead effectively depends on variety of key skills. These skills are extremely sought after by employers as they involve managing a number of individuals in such a way on inspire, enthuse and build respect. Some of the qualities that every good leader should possess are:

- **Honesty:** If you make honest and ethical behaviour a key value your team will follow the suit.
- **Ability to delegate:** delegating task to one of the appropriate persons is the one of the most important skills that needs to be developed. The key to delegation is to identify the core strengths of the team and capitalizing on them.
- **Good communications skills:** Being able to communicate clearly is quite important.
- **Confidence:** Keeps morale of the team high even in the tough times.
- **Commitment:** If you expect your team to work hard and produce quality content then you should lead by example.
- **Positive Attitude:** Keeping teams motivated towards continued success of the company.
- **Creativity:** During the critical situations it is important to think out of the box solutions than to prefer the set course of action.
- **Be decisive:** Plan for the unexpected and nothing will surprise you. If you have thought of things go wrong in a particular task you will be able to make confident decisions on corrective actions when necessary.

- **Focus on the big picture:** Plan future strategies for your department and communicate them to supervisors and staff members. Set realistic and measurable individual and team goals and communicate your expectations within the context of massive picture.

**How to become a leader:**

- Use initiative to act on opportunities. Become a frontrunner before other people view you together.
- Take responsibility of own objectives, set priorities.
- Attempt to solve the matter instead of to pass on to others.
- Go the extra mile when asked to do tasks. Go beyond your job description.
- Show enthusiasm.
- Take ownership of the issues. Anticipate potential issues, take pre-emptive action and act quickly to resolve the issues.
- Introduce enhancements to the ways in which things are done.
- Develop innovative practices. Value innovative thinking.
- Learn new skills that may enhance capability.

## UNIT 6.5: Social Interaction

### Unit Objectives



At the end of this unit, participants will be able to:

1. Understand what social interaction is and what social interaction behaviour is.
2. Give a brief description about him/her in public.
3. Follow daily duties.
4. Cooperate with peers, family and other members in society.

### 6.5.1. Social Interaction

Social interaction is a process through which we respond to people talking with us. It includes acts where people perform toward each other and responses they give in return. Social interaction has a number of behaviours. Some of them are:

- **Exchange:** Exchange is the most elementary kind of social interaction. It's a human process by that social behaviour is exchanged for some kind of reward for equal or greater value.
- **Competition:** It's a process by which two or more individuals plan to accomplish a goal that just one can attain. It will lead to psychological stress, a lack of cooperation in social relationship, difference and even conflict.
- **Cooperation:** It's a process in which people work together to achieve shared goals. Task cannot be completed without their cooperation.
- **Conflict:** Social conflict is the struggle for agency or power among a society to achieve control of scarce resources. It happens when two or more individuals oppose each other in social interaction to achieve incompatible goals.
- **Coercion:** People or teams are forced to provide into the desire of other people or teams.

### 6.5.2Self- Introduction

We all, in our lifetime, have to introduce ourselves to the others. The introduction usually lasts for around 2 minutes to 3 minutes. It is very important that it gives the first impression to other about us. It has a great impact on your self-esteem and self-confidence. It's helpful in:

- Feeling better about yourself
- Boosting your confidence
- Building your self esteem
- Making friends
- Feeling in control

### Points for Self-Introduction

Following are some self-introduction points:

- **Wishes:** It is the first thing that we need to do before addressing a gathering. At this point we need to make effort to grab the attention of audience. You have to wish depending on the time either, Good Morning, Good Afternoon or Good Evening.
  - Good morning! My dear friends
  - Respected Sir! Good morning
  - Special or lovely or cool morning to you all
- **Purpose:** We have to tell the purpose of coming in front of the audience. We can say I have come here to tell you about myself.
- **Name:** Here you talk about your name.... To grab the eye of the audience, you have got to present your name differently. If you know you can tell the meaning of your name or nay famous celebrity along with your name.
- **Father's Name:** Here you have to say concerning your father's name. begin your father's name as Mr. or Prof. or Dr.
- **Family:** It's a good chance to inform about your family, therefore tell the small print what you want to talk about them.
- **Profession:** Talk about your profession what you're doing at the moment.
- **Location:** Talk about your present location, wherever you're staying and if you would like you can also tell with whom you're living. You can also talk about your native place. It is better to describe about or talk about your place which is famous for.
- **Hobbies/Habits:** Hobbies means what you like in your leisure and habit means your regular activities. This part talks about your nature and your lifestyle, be careful while telling this.
- **Life Aim:** Talk about what is your aim in life, it will be good if your aim is high. You must think high and reach high.
- **Achievements:** Talk about what you achieve up to now, minimum it is good to talk about three achievements and maximum five. Though achievements are small, tell them it shows your confidence but don't say I don't have any achievements.
- **Favourite Person's or Ideal:** It is good to say about your ideal persons.
- **Favourite movies, things, colour, places etc.:** if you want to tell your favourites, which tell about your tastes and preferences to others.
- **Your Strengths and Weakness:** You can talk about your strengths and weaknesses. Make sure your weakness should not be absurd or incorrigible.
- **People you like and dislike:** You have to tell what kind people you like or what kind of people you dislike. Any turning point in your life How are you different from others
- **Conclusion:** In conclusion offer a memorable answer on the question the listeners probably will have when they have listened to your public speaking speech. Tell how this aspect of your life makes you what you are and who you are. It will be perfect ending to your self –introduction.
- **Finally say thank you.**  
You will have to maintain your speech according to the time, generally 3 minutes and you must make the speech depending on the section of people you are giving the speech and what you want to reveal about yourself.

**Improving self-introduction**

There are a few things that you can do that helps in making your self-introduction better:

- **Listen to what you are saying to yourself:** Notice what your inner voice is saying. Take some time to listen and even write down what you are thinking.
- **Monitor your self-talk:** Analyse that your self-talk is more positive than negative.
- **Change your introduction:** counter your negative thoughts with positive ones. Avoid speaking negative and try to look for things that might add a better spin to a tough situation

**6.5.3 Our Duties and Responsibilities**

There are certain duties which are laid by the Constitution of India. These duties are very to be fulfilled by every citizen of India. These are as follows:

- To bear by the Constitution and respect its ideals and establishments, the national flag and also the national anthem.
- To encourage and respect the noble ideals that galvanized our national struggle for freedom.
- To uphold and protect the sovereignty, unity and integrity of Republic of India.
- To defend the country and render national service once called upon to do so.
- To promote harmony and also the spirit of respect amongst all the people of the Republic of India transcending religious, linguistic and regional diversities.
- To forbid practices derogative to the dignity of ladies.
- To preserve the rich and diversified heritage of our culture.
- To conserve the natural surroundings like forests, lakes, rivers and wild life, and to have compassion for living creatures.
- To develop the scientific temper, humanism and the spirit of inquiry and reform.
- To safeguard public property and to retract violence.
- To try towards excellence altogether spheres of individual and collective activity so that the nation perpetually rises to higher levels of endeavour and accomplishment.

These need to be followed by every citizen of India for development of the country.

**6.5.4. Cooperation**

The process of groups of organisms working or acting together for their mutual benefit is called cooperation. Cooperation among family members, friends and peers is very common and healthy. It is the backbone of any society.

Family cooperation provides an avenue for a family to come closer. It increases coping skills and decision making. Some steps to promote family cooperation are:

- **Plan things together:** It calls for negotiation and compromise and teaches everyone to be more tolerant and considerable to other's viewpoint.

- **Share responsibilities:** Diving up necessary household responsibilities can be a good exercise in family cooperation.

Peer support occurs once individuals give knowledge, experience, and emotional, social or sensible help to each other. It's a distinct state of social support in this the source of support may be a peer an individual who is analogous in ways to the recipient of the support.

**The effective peer support can be in form of:**

- **Social Support:** In form of positive psychological interactions with others with whom there is mutual trust and concern.
- **Experiential Knowledge:** contributes to solve problems and improve quality of life.
- **Emotional support:** Esteem, attachment and reassurance
- **Instrumental Support:** Product and services. How to be a cooperative person: For being a cooperative person following things needs to be done:
  - Listen carefully to others and make sure you perceive what they're expressing.
  - Share when you have something those others would really like to have.
  - Take Turns once there's something those no-one desires to do, or when more than one person desires to do a similar factor.
  - Compromise when you have a significant conflict.
  - Do your part the very best that you just probably can. This can inspire others to do the same.
  - Show appreciation to people for what they contribute.
  - Encourage people to do their best.
  - Make people needed. Working together may be a lot more fun that manner.
  - Don't isolate or exclude anyone. Everyone has something valuable to offer, and nobody likes being omitted.

## UNIT 6.6: Group Interactions

### Unit Objectives



At the end of this unit, participants will be able to:

1. Participate in group discussions in the class
2. Give speech in the public
3. Understand the importance of team building and teamwork

### 6.6.1 Group Interaction

Every day we tend to meet with teams of individuals socially and professionally. However, we interact to play a big role in the impressions we tend to produce. Interaction that happens whereas a group completes a cooperative task describes how the group works. For a successful and positive group interaction these steps need to be followed:

- Put your mobile phone away or place in silent mode.
- Greet everyone.
- Be friendly with everyone in the group.
- Show an interest in others by paying someone a compliment and listen carefully to what is being discussed.
- Be proactive and introduce yourself to others in the group.
- Sit up straight. Poor body posture is an indication of low self-esteem.
- Focus your attention on the person talking.
- Don't discount anyone's comment. Remember everyone is different and have different the ability to think.
- Think before you speak. Don't be too quick to jump into the conversation.
- Be a respect listener and observer.
- Include everyone when talking. Be sure to share eye contact with each person in the group.
- Unless there is a clear indication don't change the topic. Otherwise, it will make people feel you are not interested in the topic.
- Don't start or participate in a side conversation. Don't allow their mistake to prevent you from being a good listener.
- Make sure to smile shake hands and embrace and use each person's name when conversation and the person's name when the discussion is over.

Everything you are doing in a group setting makes an effect on everybody in the group. Don't ever suppose something doesn't matter. Everything matters. Take every chance to take part in informal and formal group interactions. Begin by creating small contributions to discussion, prepare an issue to raise or accept as true with another person's remark. Ask for other person's opinion.

## 6.6.2. Importance of Group Interactions

As participant group interactions is important as:

- It helps you to get a subject more deeply
- It improves your strength to think positively
- It helps in solving a serious issue
- It helps the team to go on a final decision
- It provides you the chance to listen to others' ideas
- It improves your listening skills
- It increases your confidence in communications
- It can change your behaviour

As a moderator a group interaction helps in:

- Understanding member interpersonal skills
- Identifying if a member can work in a team
- Understanding one's behaviour
- Selecting a perspective member in a perspective methodology

### Dos and Don'ts of Group Interaction

Do's	Don't
<ul style="list-style-type: none"> <li>• Speak pleasantly and in a well-mannered way to the group</li> </ul>	<ul style="list-style-type: none"> <li>• Lose your temper. A discussion isn't an argument</li> </ul>
<ul style="list-style-type: none"> <li>• Respect the contribution of each speaker</li> </ul>	<ul style="list-style-type: none"> <li>• Shout. Use a moderate tone and medium pitch</li> </ul>
<ul style="list-style-type: none"> <li>• Remember that a discussion isn't AN argument. Learn to disagree in a well-mannered way</li> </ul>	<ul style="list-style-type: none"> <li>• Use too several gestures when you speak. Gestures like finger pointing and table thumping will appear aggressive</li> </ul>
<ul style="list-style-type: none"> <li>• Think about your contribution before you speak. How best can you answer the question/ contribute to the topic?</li> </ul>	<ul style="list-style-type: none"> <li>• Dominate the discussion. Confident speakers ought to enable quieter students an opportunity to contribute</li> </ul>
<ul style="list-style-type: none"> <li>• Try to follow the discussion topic. do not introduce tangential information</li> </ul>	<ul style="list-style-type: none"> <li>• Draw too much on personal experience or anecdote. Although some tutors encourage students to reflect on their own expertise, keep in mind to not generalize an excessive amount of.</li> </ul>
<ul style="list-style-type: none"> <li>• Be aware of your visual communication when you are speaking</li> </ul>	
<ul style="list-style-type: none"> <li>• Agree with and acknowledge what you find fascinating</li> </ul>	<ul style="list-style-type: none"> <li>• Interrupt. Wait for a speaker to complete before you speak</li> </ul>

### 6.6.3. Team Work

Team work is a critical part of professional life. They can have a big impact on:

- The profitability of an organisation.
- People enjoy their work.
- Staff retention rates.
- Team and individual performance.
- Company reputation.

#### Importance of Team Building

Team building activities not only boost morale of the team members, but it can also increase the success rate of the teams. Team building is an important activity as it:

- **Facilitates better communication:** Activities that create discussion results in open communication among the employees, and among employees and management. This improves office environment also the quality of work.
- **Motivates employees:** The more comfortable team members are to share their ideas and opinions, the more confident they will be. This motivates them to take on new projects or challenges.
- **Promotes creativity:** Working closely with other team members increase creativity and promotes new ideas.
- **Develops problem-solving skills:** Team building activities that require team members to work closely to solve problems improves the ability to think rationally and logically. Teams that determine when a problem arises and knows the solution can work better when a real problem occurs.
- **Breaks the barrier:** Team building increases trust among workers.

#### Do and Don'ts of working in a Team:

- **Don't argue in public:** if you have a disagreement with someone in the team find a neutral place to discuss the situation.
- **Do encourage each other:** when things get tough the tough get going. Contribute to the team in trying situation.
- **Don't talk behind the backs:** if you have trouble with some team members don't share with others. Go directly to the person in a kind and compassionate manner and share what is in your mind.
- **Do lend a hand:** if a team member is asking for help don't hesitate in helping him.
- **Don't be the weakest link:** Live up to your responsibilities, meet team expectations and communicate effectively in the team.
- **Give and receive feedback:** As a part of growing team give and receive feedback respectfully and graciously.

## UNIT 6.7: Time Management

### Unit Objectives

At the end of this unit, participants will be able to:

1. Understand the importance of time management
2. Develop time management skills

### 6.7.1. Time Management

Time management is the process of planning and practicing control over the time given to a specific task, especially to increase effectiveness, efficiency, and productivity. It is an activity with the goal to increase the overall advantage of a set of activities within the limited condition of a limited time.

#### Some effective time management

- Delegate tasks
- Identify time wasters
- Combine activities – Plan for them
- Break down big tasks down to the smallest task possible
- Accomplish them one by one
- At the end of the day conduct a simple analysis to see which activity took time

### 6.7.2 Time Robbers

Time robbers are those activities which create interruption at the workplace. These activities create a deviation from the objectives which needs to be achieved. Time Robbers could be:

- Poor personal planning and scheduling
- Interruptions by people without appointments
- Poor delegation
- Poor use of the media: Telephone, Mobile, e-mail, and fax, etc.
- Reading junk mail
- Lack of concern for good time management
- Lack of clear priorities

#### The Time Robbers can be avoided by:

- Be active all the time
- Develop and maintain an organized personal activity schedule
- Set your priorities
- Proper delegation
- Utilize modern technical media

## UNIT 6.8: Resume Preparation

### Unit Objectives



At the end of this unit, participants will be able to:

1. Understand the importance of resume
2. Learn how to prepare a resume

### 6.8.1 Introduction

A resume is a self-declaration which once done properly shows how an individual's skills, experience and achievements match the need of the work that they wish to get. The sole purpose of resume is one to win an interview. It convinces the future employer what he wants from the prospective employee in new career or position. It also establishes an individual as a professional person with high standards and excellent writing skills based on the fact that his resume is written well. It also helps you clarify your direction, qualifications and strengths, boost your confidence or to start out the process of committing to a job or a career modification.

#### One must know about a resume that:

- Your resume is an instrument to get you an interview but not a job
- Employer will be screening your resume for just 15-20 seconds. That's the time your resume will make an impact on employer

There are different sections on the resume in the same order as mentioned under:

Section	What is the employer looking for
Header	Your identity and to contact you
Objective	To check if their requirement and your objective match
Education	To check if you have the basic qualification for the job/internship you are applying for
Practical Experience/ projects	To see if you have done anything that reflects your potential capability. Also to see how different you are from your peers
Skills	How equipped you are in terms of your personality traits as well as occupational skills
Interests	Professional aspects apart, how meaningful are your life?
Other	Is there else significant and relevant you want to showcase, that will add value to your resume

**Preparation work and important tips**

Before you start preparing your resume make sure to follow the checklist:

- Educational documents from class ten onwards to calculate scores
- Make list of all things that you need to add to your resume. Like internships, projects, part time jobs, extracurricular activities, sports, training, skills, interests etc. the list doesn't need to be complete, you'll always add to the list as you go.

**Before preparing resume always remember:**

- Every point in your resume should be specific and must be supported by several factual information.
- Use action verbs in all your points. They catch attention immediately and make your sentences clear.
- Use bullets not paragraphs.
- Do not mention your responsibilities mention what you have accomplished.
- A common mistake we make while constructing the resume is to copy the format from our friends resume and built it based on that.

**Resume Header**

**Purpose:** You must provide some information about yourself, so that the employer can reach you.

**Mandatory fields include:** Name, current address, email id, phone number, and date of birth. Your name should be written in bigger font.

**Do Not:**

- Include your photo
- Write RESUME as heading to the file
- Give details like family information, marital status, etc.
- Add these details to the bottom of your resume or occupy more space to fill up these details

**Framing the Objective**

**Purpose:** To convey the employer what goals you have. The focus should be towards getting a particular position in a specific industry.

**Always remember:** Your objective should include the following:

- Position wanted
- Functional area
- Industry wanted
- Be specific and restrict it to minimum words.
- Your objective should be different to each role you apply to
- While writing the objective, keep the employer's requirement in mind. The objective is not what you desire from the company, it's about company's need.

## Education

The next session in your resume is to highlight your educational qualifications.

**Purpose:** For the employer to know whether you have basic qualification for the job for which you are applying or not.

### Always Remember:

- To write all educational qualifications from class 10 to highest education.
- For class 10 and 12 – include school/college name, Board, Stream/Specialization (If any), year of study, Marks.
- For undergraduate – include College name, University name, Degree and Specialization, year of study.
- Write all your qualifications in reverse chronological order, i.e. the latest qualification on top.
- You may write the educational qualifications in a tabular format or in a simple one after the other order.

## Projects and Internships

The next part of your resume includes the hands-on work that you have done, like projects, internships, in-plant training, part time jobs, volunteering, starting up a company and other initiatives. The number and the nature of initiatives taken define whether to keep one heading or detail them under different headings.

**Purpose:** This is a mandatory part of a resume, as your hands on work and the initiatives you have taken apart from your curriculum in what will reflect your real strength as well as separate your resume from your peers.

### Remember:

- The heading should be – title / project name, role, company/organisation name, -2 lines description about
- The specific time period.
- Time period is must.
- The entries under each heading must be in reverse chronological order.
- Be very specific on what you have accomplished. Add numbers and facts wherever possible.

### Do Not:

- Do not write simple statements. It does not give employer a clear picture of the work you have done. Thus, the employer can assume that you have done an internship for the certificate.

## Skills

**Heading:** You can have multiple headings under skills. Common heading can include:

- **Soft Skills:** must include, they showcase your personality traits.
- **Core occupational skills:** Optional include if you possess any core skills. These are skills you possess relevant to the role you are applying for.
- **IT Skills:** Optional, suggestive to include if you are applying for IT/software related roles.

### Remember:

- List your skill and add a point which supports your skill the best.
- Make specific points. Add numbers and facts wherever possible.

- Pick only three to four soft skills that describes you the best.
- Dig your past to discover the best of these skills you possess and the best example you can quote to support it.

### **Interests**

In this section of your resume carefully choose which of interests you want to showcase on your resume so that they can make your life seem meaningful.

The interests you showcase talk about your character. These interests frequently come up as a subject of discussions during the interviews; therefore, sagely choose what to show.

#### **Remember:**

- List interests which are meaningful and display some learning.
- Support the interest you have listed
- Make points specific and add supporting fact to it.
- Do not just list random cluster of interests like adventure, guitar, reading, environment
- Never include interests like partying, watching movies etc. they create wrong impression.

### **References**

#### **Give References**

The very last thing on your resume ought to be a list of 2-4 professional references. These are all those who you're not related to, but whom you have handled in a professional manner. You would possibly think about previous leader, faculty member or volunteer coordinator to include on your reference page.

- Include the name of the reference, their relationship to you, mailing address, e mail and telephone number.
- The place you're applying to could contact these people, therefore always call them in advance to allow them to understand that you are using them for a reference and are presently applying for a job.

#### **Points to Remember**

- Make sure that the length of your resume doesn't exceed a pair of pages
- Does a thorough recheck and confirm there are fully no errors in your resume. No grammatical errors, no spelling mistakes, no punctuation errors
- Run through your resume time and again for to create enhancements and phrasing sentences better
- Choose a professional font in a size eleven or twelve. You can use multiple fonts for different elements of resume but try to limit it most of two fonts. Instead changing between fonts, strive creating specific sections bold or italicized instead
- The font size of your header and the introduction to a part may be a size fourteen or sixteen
- Your text should be printed in solid black ink. Ensure to deactivate any hyperlinks so that they don't print in blue or other contrastive colour
- Your page ought to have one inch margin all the way around with 1.5- or 2-point line spacing. The body of your resume ought to align left and your header should be centred at the top of the page

## UNIT 6.9: Interview Preparation

### Unit Objectives

At the end of this unit, participants will be able to:

1. Understand the procedure of interview
2. Go through mock interviews
3. Understand how to present them during an interview
4. Motivated to work after the training period is over

### 6.9.1 Interview

An interview is a conversation between two or more individuals (the interviewer(s) and the interviewee) where queries are asked by the interviewer to get information from the interviewee. An interview is the first and last hurdle you need to cross in order to get employment.

#### Common Types of Interviews

**Traditional HR Interview:** Most of the interviews are face to face interviews. The most traditional is a one-to-one conversation with the Human Resources Executive where the candidate's focus should be on the person asking question. You are advised to maintain good eye contact, listen keenly and answer promptly.

**Panel Interview:** In this situation, there is more than one interviewer. A panel ranging from two to ten members may conduct this part of the selection process. This is an ideal chance for you to display group management and group presentation skills.

**Technical interview:** The objective of this interview is to basically evaluate technical knowledge. Majority of the questions will be based on the skills sets mentioned in the candidate's resume.

**Telephonic Interview:** Telephonic interviews are used for initial screening of candidates who live far away from the job site.

Before going for an interview, it is important to have clarity of the role you are applying for. It's also important that for you to know where you are applying and whom will you be talking to. Your answers should tell the employer that you are the match they are looking for.

This requires you to do small research on the following fields:

- Company and Field
- Job Description
- Yourself (Skills, Values, and Interests)
- Resume (Experience)

If you were an employer, you would have chosen a person who is sure of himself, calm and confident. So, it's important that you are:

- Confident
- Relaxed
- Sure, of yourself
- Prepared
- Before, during and after the interview, it is important for you to be prepared.
- Dress Professionally

It is important that you dress professionally. It is a proven fact that the way we dress makes a huge difference in the way we are perceived. 90% of the way you communicate with other people is through body language (gestures, expressions, etc.) and the first Impression we make. It is very simple to make a great first impression.

For a good first impression it is important those we:

- Smell good
- Have a professional appearance
- Pay attention to your grooming
- Make eye contact
- Know what and how you speak
- Our overall personality contributes to our complete perception.

#### How to dress for Interview

Men	Women
Long-sleeved buttoned shirt (clean and pressed)	Conservative pump, no stilettos
Dark shoes (cleaned and polished) and dark socks	Jewellery -One set of earrings (preferably knobs)
Get a haircut (short hair is always best)	No bangles
No Jewellery (chains, earrings, piercing)	Minimal use of makeup
No beards or Tattoos	

### 6.9.2 During the Interview

- Be confident, not arrogant
- Sell yourself - Keep your energy up
- Maintain your posture
- Be positive, don't complain
- Know your resume and accomplishments

It isn't sufficient to have ideas. They must be expressed effectively in the interview. The parameters that the candidates are assessed on during the interview are very simple. These are the parameters that this training program has prepared you for.

### 6.9.3 Active Listening

- Clarity on ideas and expressions
- Correct language
- Good body language
- Fluency
- Ideas should be expressed fluently in the right tone, right voice, and right articulation





## 7. First Aid and CPR

Unit 7.1 – First Aid and CPR



## Key Learning Outcomes



At the end of the module, participants will be able to:

1. Identify different methods of first aid
2. Perform first aid
3. Understand CPR
4. Perform CPR in case of emergency

## UNIT 7.1: First Aid and CPR

### Unit Objectives

At the end of this unit, participants will be able to:

1. Apply first aid on an injured person
2. Understand the procedures of doing CPR

### 7.1.1 First Aid

First aid is the help given to any individual suffering from an unforeseen illness or injury, with care provided to preserve life, stop the condition from worsening, and/or promote recovery. It includes initial intervention during a serious condition before skilled medical help being accessible, like performing CPR while waiting for the ambulance, also because the complete treatment of minor conditions, such as applying a plaster to a cut. First aid is usually performed by the layman, with many of us trained in providing basic levels of first aid, and others willing to try and do thus from acquired information. Mental health first aid is an extension of the idea of first aid to cover mental health.

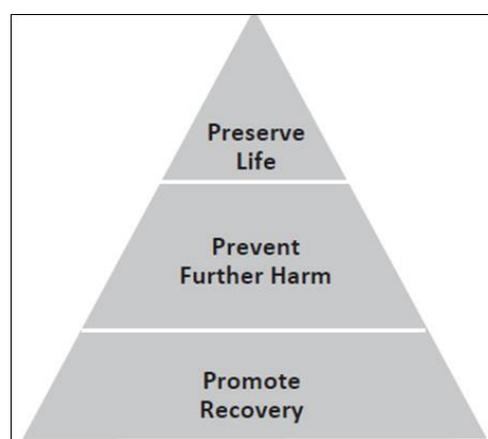


Fig 7.1.1: First aid objective pyramid

There are many situations which may require first aid, and many countries have legislation, regulation, or guidance which specifies a minimum level of first aid provision in certain circumstances. This can embrace specific coaching or equipment to be obtainable within the work area (such as an Automated External Defibrillator), the availability of specialist first aid cover at public gatherings, or necessary first aid coaching among learning institutes. First aid, however, doesn't essentially need any specific equipment or previous information, and may involve improvisation with materials offered at the time, usually by undisciplined persons.

Vital Signs	Good	Poor
Heartbeat	60-100 beats per minute	<60 or >100 per minute
Respiration	14-16 breaths per minute	<14 breaths per minute
Skin	warm, pink, dry	cool, pale, moist
Consciousness	alert, oriented	drowsy or unconscious

Awareness	Assessment	Action	Aftercare
Observe	Assess what is required to be done	Do what you can	Once you have assisted the victim, stay with him/her till expert care arrives
Stop to help	Ask yourself 'Can I do it?'	Call for expert medical help	
		Take care of your and the bystander's safety	

While delivering First Aid always remember:

- Prevent deterioration
- Act swiftly, deliberately, and confidently
- Golden Hour – First 60 minutes following an accident
- Platinum Period – First 15 minutes following an accident
- Prevent shock and choking
- Stop bleeding
- Loosen victim's clothes
- Regulate respiratory system
- Avoid crowding/over-crowding
- Arrange to take victim to safe place/hospital
- Attend to emergencies first with ease and without fear
- Do not overdo. Remember that the person giving first aid is not a doctor

Injury	Symptom	Do's	Don'ts
Fracture	<ul style="list-style-type: none"> <li>• Pain</li> <li>• Swelling</li> <li>• Visible bone</li> </ul>	<ul style="list-style-type: none"> <li>• Immobilise the affected part</li> <li>• Stabilise the affected part</li> <li>• Use a cloth as a sling</li> <li>• Use board as a sling</li> <li>• Carefully Transfer the victim on a stretcher</li> </ul>	<ul style="list-style-type: none"> <li>• Do not move the affected part</li> <li>• Do not wash or probe the injured area</li> </ul>
Burns (see degrees of Burn table)	<ul style="list-style-type: none"> <li>• Redness of skin</li> <li>• Blistered skin</li> <li>• Injury marks</li> <li>• Headache/seizures</li> </ul>	<ul style="list-style-type: none"> <li>• In case of electrical burn, cut-off the power supply</li> <li>• In case of fire, put out fire with blanket/coat</li> <li>• Use water to douse the flames</li> <li>• Remove any jewellery from the affected area</li> <li>• Wash the burn with water</li> </ul>	<ul style="list-style-type: none"> <li>• Do not pull off any clothing stuck to the burnt skin</li> <li>• Do not place ice on the burn</li> <li>• Do not use cotton to cover the burn</li> </ul>

Bleeding	<ul style="list-style-type: none"> <li>• Bruises</li> <li>• Visible blood loss from body</li> <li>• Coughing blood</li> <li>• Wound/ injury marks</li> <li>• Unconsciousness due to blood loss</li> <li>• Dizziness</li> <li>• Pale skin</li> </ul>	<ul style="list-style-type: none"> <li>• Check victim's breathing</li> <li>• Elevate the wound above heart level</li> <li>• Apply direct pressure to the wound with a clean cloth or hands</li> <li>• Remove any visible objects from the wounds</li> <li>• Apply bandage once the bleeding stops</li> </ul>	<ul style="list-style-type: none"> <li>• Do not clean the wound from out to in direction</li> <li>• Do not apply too much pressure (not more than 15 mins)</li> <li>• Do not give water to the victim</li> </ul>
Heat Stroke/Sun Stoke	<ul style="list-style-type: none"> <li>• High body temperature</li> <li>• Headache</li> <li>• Hot and dry skin</li> <li>• Nausea/Vomiting</li> <li>• Unconsciousness</li> </ul>	<ul style="list-style-type: none"> <li>• Move the victim to a cool, shaded place</li> <li>• Wet the victim's skin with a sponge</li> <li>• If possible, apply ice packs to victim's neck, back and armpits</li> <li>• Remove any jewellery from the affected area</li> <li>• Wash the burn with water</li> </ul>	<ul style="list-style-type: none"> <li>• Do not let people crowd around the victim</li> <li>• Do not give any hot drinks to the victim</li> </ul>
Unconsciousness	<ul style="list-style-type: none"> <li>• No movement of limbs</li> <li>• No verbal response or gestures</li> <li>• Pale skin</li> </ul>	<ul style="list-style-type: none"> <li>• Loosen clothing around neck, waist and chest</li> <li>• Check for breathing</li> <li>• Place the victim's legs above the level of heart</li> <li>• If victim is not breathing, perform CPR</li> </ul>	<ul style="list-style-type: none"> <li>• Do not throw water or slap the victim</li> <li>• Do not force feed anything</li> <li>• Do not raise the head high as it may block the airway</li> </ul>

1st Degree Burn	2nd Degree Burn	3rd Degree Burn	4th Degree Burn
Will recover it in a few days.	Serious but recovers in few weeks.	Very Serious and will require skin grafting.	Extremely Serious and requires many years with repeated plastic surgery and skin grafting, is life-threatening.
Action Required: Place under running water	Action Required: Place clean wet cloth over the burnt area	Action Required: Place clean dry cloth over the burnt area	Action Required: Leave open and prevent infection.

## 7.1.2 Splints and Aids of Torso

A splint can also be called a bandage that immobilizes a broken bone. Generally, this is often done by handling rigid objects like sticks or boards. For a few injuries, however, this is not attainable, and the alone possibility is to tie the broken limb to the body.

### Splints

When applying a splint, don't commit to straighten the break. This may solely cause additional injury and additional pain. Instead, simply apply the splint to the break the way it is.

### When using rigid material

Always use long enough items to reach the joints beyond the break.

For instance, once splinting a forearm, the fabric ought to be long enough to touch each the wrist joint and therefore the elbow. This helps keep the fabric in place and prevents an excessive amount of pressure from being applied to the wound.

- Always place cushioning between the rigid material and the body to stay the victim comfy. Tie knots between the rigid material and the body (in mid-air) once doable. This makes them easier to untie. If this can be impossible, tie knots over the rigid material
- To splint the forearm, surround the split with rigid material and snugly bandage it to the arm with wide cloth strips. A newspaper or magazine, curled into a "U" form, works alright

- Splint the wrist joint within the same approach. The whole forearm needs to be immobilized
- To splint the elbow, use enough rigid material to travel from the armpit to the hand.

The entire arm ought to be immobilized. Don't plan to straighten or bend the elbow; splint it in position

- To splint the upper leg, use long items of rigid material which will reach from the ankle joint to the armpit. On top of the hips, tie long straps round the torso to carry the top of the splint in place.

- To splint the lower leg, use rigid material long enough to travel from the knee to the foot. The foot ought to be immobilized and unable to turn. Make sure to use a lot of cushioning, particularly round the ankle.

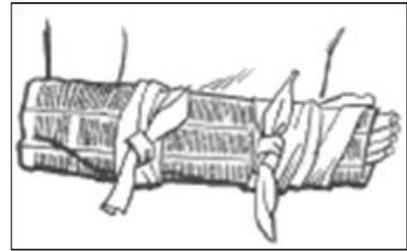


Fig 7.1.2: Splinting arm

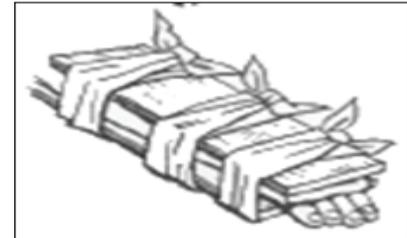


Fig 7.1.3: Splinting wrist

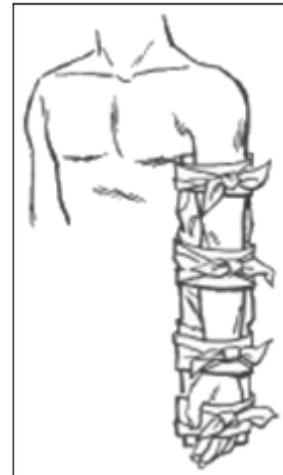


Fig 7.1.4: Splinting elbow



Fig 7.1.5: Splinting upper leg travel



Fig 7.1.6: Splinting lower leg

## 7.1.3 CPR

Basic life support (BLS) is also a level of medical aid that is used for victims of life-threatening diseases or injuries until they'll be given full medical aid at a hospital.

First aid is as simple as first principle – airway, respiration and CPR (cardiopulmonary resuscitation).

In any scenario, apply the DRSABCD Action plan.

**DRSABCD stands for:**

- **Danger:** Always check the danger to you, any bystanders and then the injured or sick person. Ensure you do not place yourself at risk once going to give assistance to of another person.
- **Responses:** Is the person conscious? Do they respond when you check with them, hold their hands or squeeze their shoulder?
- **Send for help:** Call ambulance
- **Airway:** Is the person's airway clear? Is that person breathing? If the person is responding, they're acutely aware and their airway is evident, assess how you'll be able to help them with any injury. If the person isn't responding and he is also unconscious, then you have to check their airway by opening their mouth and having a glance within. If their mouth is clear, tilt their head gently back (by lifting their chin) and check for respiration. If the mouth isn't clear, place the person on their side, open their mouth and clear the contents, then tilt the head back and check for respiration.
- **Breathing:** Check for respiratory by searching for chest movements (up and down). Listen by bringing your ear near to their mouth and nose. Check for respiratory by bringing your hand on the lower part of their chest. If the person is unconscious but breathing, flip them onto their side, delicately ensuring that you simply keep their head, neck and spine in alignment. Monitor their respiratory till you hand over to the ambulance officers.
- **CPR (cardiopulmonary resuscitation):** If an adult is unconscious and not breathing, ensure they're flat on their back and then place the heel of 1 hand within the centre of their chest and your alternative hand on top. Press down firmly and smoothly (compressing to at least one third of their chest depth) thirty times. Provide two breaths. To induce the breath in, tilt their head back gently by lifting their chin. Pinch their nostrils closed, place your open mouth firmly over their open mouth and blow firmly into their mouth. Keep going with the thirty compressions and 2 breaths at the speed of roughly five repeats in 2 minutes till you hand over to the ambulance officers or another trained person, or until the person you're resuscitating responds.
- **Defibrillator:** For unconscious adults who are not breathing, an automated external defibrillator (AED) is applied. An AED also called a machine that delivers an electric shock to cancel any irregular heart beat (arrhythmia), in an attempt to get the normal heart beating to re-establish



Fig 7.1.7: Basic life support chart

itself. Please ensure that a trained person is there to apply the AED. If the person responds to defibrillation, turn them onto their side and tilt their head to maintain their airway

### Airway

Once you have assessed the patient's level of consciousness, evaluate the patient's airway. Remember, if the patient is alert and talking, the airway is open. For a patient who is unresponsive, make sure that he or she is in a supine (face-up) position to effectively evaluate the airway. If the patient is face-down, you must roll the patient onto his or her back, taking care not to create or worsen an injury. If the patient is unresponsive and his or her airway is not open, you need to open the airway. Head-tilt/chin lift technique can be used to open the airway.

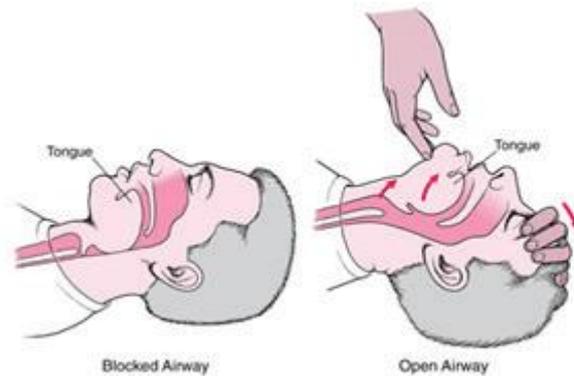


Fig 7.1.8: Blocked and open airway

### Head-tilt/chin-lift technique

- To perform the head-tilt/chin lift technique on an adult:
- Press down on the forehead while pulling up on the bony part of the chin with 2 to 3 fingers of the opposite hand.
- Tilt the head past a neutral position to open the airway whereas avoiding hyperextension of the neck.

### Cardiopulmonary resuscitation

Cardiopulmonary resuscitation circulates blood that contains oxygen to the very important organs of a patient in cardiac arrest once the heart and respiration have stopped. It includes chest compressions and ventilations also the use of an automatic external defibrillator.

**Compressions:** One part of CPR is chest compressions. To make sure optimal patient outcomes, high quality CPR should be performed. You'll guarantee high-quality CPR by providing high-quality chest compressions, ensuring that the:

- Patient is on a firm, flat surface to allow for adequate compression. In an exceedingly non-healthcare setting you might find it on the grounds, whereas in an exceedingly healthcare setting you may find it on a stretcher or bed.
- The chest is exposed to make sure correct hand placement and the ability to envision chest recoil.

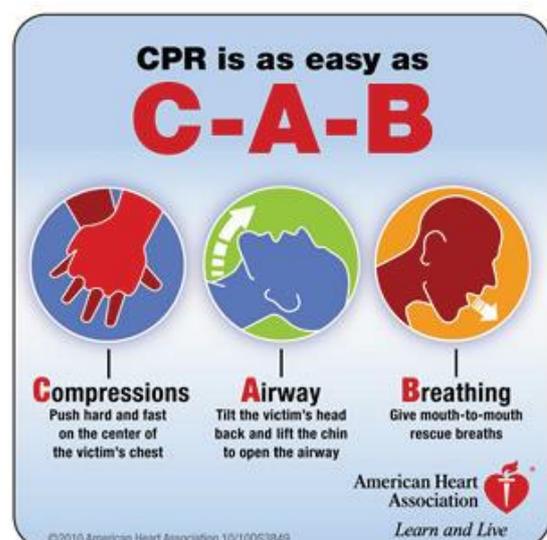


Fig 7.1.9: CPR chart

- Hands are properly positioned with the heel of 1 hand within the centre of the chest on the lower 1/2 sternum with the opposite hand on top. Most rescuers realize that interlacing their fingers makes it easier to supply compressions while keeping the fingers off the chest.
- Arms are as straight as attainable, with the shoulders directly over the hands to build up effective compressions. Lockup elbows can help maintain straight arms.
- Compressions are given at the proper rate of a minimum of a hundred per minute to a most of one hundred twenty per minute, and at the correct depth of a minimum of two inches for an adult to promote adequate circulation.
- The chest should be allowed to completely recoil between every compression to allow blood to flow back to the heart following the compression.
- For adult co-workers, CPR consists of thirty chest compressions followed by two ventilations.

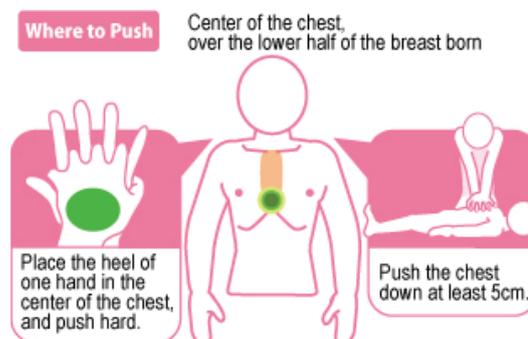


Fig 7.1.10: Doing CPR

**Ventilations:** Ventilations supply oxygen to a patient who is not breathing. One can give ventilation via several methods including:

#### Mouth-to-Mouth

- Open the airway past a neutral position with the help of the head-tilt/chin-lift technique.
- Pinch the nose shut and build a whole seal over the patient's mouth along with your mouth.
- Provide ventilations by blowing into the patient's mouth. Ventilations ought to be given one at a time. Take a break between breaths by breaking the seal slightly between ventilations and then taking a breath before re-sealing over the mouth.

#### Pocket mask

CPR respiration barriers, like pocket masks, produce a barrier between your mouth and also the patient's mouth and nose. This barrier will help to guard you from contact with patient's blood, vomits and saliva, and from breathing the air that the patient exhales.

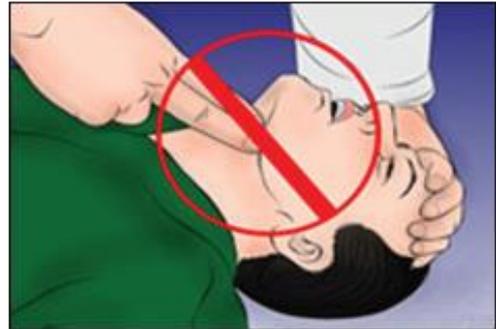
- Assemble the mask and valve.
- Open the airway past the neutral position with the help of the head-tilt/chin-lift technique from the patient's side when alone.
- Place the mask over the mouth and nose of the patient starting from the bridge of the nose, and then place the bottom of the mask below the mouth to the chin (the mask shouldn't extend past the chin).
- Seal the mask by putting the "webbing" between your index finger and thumb on the top of the mask above the valve whereas putting your remaining fingers on the side of the patient's face. along with your different hand (the hand nearest to the patient's chest), place your thumb on the bottom of the mask while putting your bent index finger beneath the patient's chin, lifting the face into the mask. Your bent index finger under the patient's chin, lifting the face into the mask.

## 7.1.4 Performing CPR for an Adult

**Step 1: Check the scene for immediate danger:** Check that you're not putting yourself in harm's manner by administering the CPR to somebody unconscious. Do whatever you think is necessary to move yourself and the other person to safety.

**Step 2: Assess the victim's consciousness:** Gently tap on his or her shoulder and ask them "if they are, ok?" in a loud and clear voice. If he or she gives a positive response, then the CPR is not required. Instead, undertake basic first aid and take measures to prevent or treat shock, and assess whether or not does the victim needs emergency services. If the victim does not respond, continue with the subsequent steps.

**Step 3: Do not check for a pulse:** Unless you're a trained medical professional, odds are you'll spare too much valuable time to look for a pulse when you should be doing compressions.



**Step 4: Check for breathing:** Check that the airway is not blocked. If the mouth is closed, press with your thumb and forefinger on both cheeks at the end of the teeth and then look inside. Remove any visible obstacle that is in your reach but never push your fingers inside too far. Place your ear near to the victim's nose and mouth and listen for slight breathing. If the victim is coughing or breathing normally then you don't have to perform CPR.



**Step 5: Place the victim on his or her back:** Make sure he or she is lying as flat as possible-this can stop injury while you're doing chest compressions. Tilt their head back by exploitation your palm against their forehead and a push against their chin.



**Step 6: Place the heel of 1 hand on the victim's breastbone,** a pair of finger-widths on top of the meeting space of the lower ribs, precisely within the middle of the chest.

**Step 7: Place your second hand on top of the first hand,** Palms down, interlock the fingers of the second hand between the first.



**Step 8: Position your body directly over your hands,** in order to straight your arms and somewhat rigid. Don't flex the arms to push, however kind of lock your elbows, and use your upper body strength to push.

**Step 9: Perform thirty chest compressions.** Press down with each hand directly over the breastbone to perform a compression that helps the heartbeat. Chest compressions are a lot of crucial for correcting abnormal heart rhythms (ventricular fibrillation or pulse less ventricular tachycardia, heart rapidly quivering rather than beating). You ought to press down by about two inches (5 cm)

**Step 10: Minimize pauses in chest compression** that occur when dynamic suppliers or getting ready for a shock. Commit to limit interruptions to less than ten seconds.

**Step 11: Make sure the airway is open.** Place your hand on the victim's forehead and 2 fingers on their chin and tilt the head back to open the airway. If you find a neck injury, pull the jaw forward instead of lifting the chin. If jaw thrust fails to open the airway, do a careful head tilt and chin raise. If there are not any signs of life, place a respiratory barrier (if available) over the victim's mouth.

**Step 12: Give 2 rescue breaths (optional).** If you're trained in mouth-to-mouth resuscitation and totally assured, provide 2 rescue breaths once your thirty chest compressions are complete. If you've never done mouth-to-mouth resuscitation before, or you're trained however rusty, stick with solely chest compressions.

**Step 13: Repeat the cycle of thirty chest compressions.** If you're conjointly doing rescue breaths, keep doing a cycle of thirty chest compressions, and then a pair of rescue breaths; repeat the thirty compressions and a pair of a lot of breaths. You ought to do mouth-to-mouth resuscitation for two minutes (5 cycles of compressions to breaths) before spend time checking for signs of life.



### 7.1.5 CPR Using AED



**Step 1:** Use an AED (automated external defibrillator). If an AED is accessible within the premises, use it as soon as possible to jump-start the victim's heart. Ensure that there aren't any puddles or standing water in the premises.



**Step 2:** Expose the victim's chest totally. Remove any metal necklaces or underwire bras. Check for any body piercings, or evidence that the victim includes a pacemaker or implantable cardioverter defibrillator (should be indicated by a medical bracelet) to avoid shocking too close to those spots. Confirm the chest is completely dry and the victim isn't in a puddle. Note that, if the person has a lot of chest hair, you ought to shave it, if possible. Some AED kits come with razors for this purpose.



**Step 3:** Attach the sticky pads with electrodes to the victim's chest. Follow the directions on the AED for placement. Move the pads at least one inch (2.5 cm) off from any metal piercings or implanted devices. Ensure that nobody is touching the person when you apply the shock.



**Step 4:** Press analyse on the AED machine. If a shock is required for the patient, the machine can notify you. If you do shock the victim, ensure nobody is touching him/her.



**Step 5:** Don't remove pads from the victim and resume CPR for another five cycles before using the AED again. Stick on adhesive electrode pads is meant to be left in place.

### 7.1.6 Chain of Survival

Chain of Survival could be a sequential process for providing treatment to victims of SCA outside of a hospital setting. Additional individuals will survive SCA if the subsequent steps occur in fast succession:

- Cardiac arrest is instantly identified, and the emergency response system is begun

- CPR is started with an emphasis on chest compression
- Rapid medical care could start
- Effective life support is started
- Integrated post-cardiac arrest care is given
- Quick execution every step is important because the possibilities of survival decrease 7 to 10 % with each passing minute.

## 7.1.7 Safety Signs at the Shop Floor

### Health and safety signs

A sign informs and instructs about safety and health at work by means of a signboard, a colour, an illuminated sign or acoustic signal, a voice or hand signal. Some important signs which could be used at a shop are as below:



*Prohibition sign*



*Electricity Danger*



*Exit sign*



*No Smoking*



*First Aid*



*Fire Extinguisher*

*Fig 7.1.10: Safety sign*



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