

# Paid Search (PPC)



▶ 2 Lessons

## 💡 Learn about

When consumers type their query into a search bar, what they're actually doing is indicating a need – which is why, from a brand perspective, it's great to be able to appear at the very top of the list of possible solutions. We look at how you build a successful paid search ad, where you might consider advertising, the auction model that decides how much you pay per click and how to choose the right keywords to bid on. We also consider the changes we've seen in the world of paid search, from its shifting position along the consumer journey to the introduction of new technologies like voice and video search.

### By the end of these 2 lessons you will understand:

- ✓ The fundamental components of a paid search ad, the formats available and where on the web they're found
- ✓ The auction model that Google uses to determine the order in which advertisers appear on the results page
- ✓ How search engines have altered their paid search offering in response to consumer and advertiser needs

## 📄 Lesson Overview

### Lesson 1

Learn about the world of paid search: what paid search ads look like, where they're found, how to choose your keywords and how auction models are used to get the ads on screens.

#### In this lesson you will learn:

- ✓ About different paid search ad formats and where on the web you might spot them
- ✓ How to put together a meaningful keyword list
- ✓ Which factors affect an ad's Quality Score and how to improve them

### Lesson 2

Learn about the shifts experienced by the paid search landscape over the years, from changes in consumer behaviour to the introduction of voice search technology.

#### In this lesson you will learn:

- ✓ How today's fragmented consumer journey has impacted paid search's role in the path to purchase
- ✓ How to optimise paid search ads and landing pages for mobile devices
- ✓ How new technology, such as voice assistants, impacts the paid search landscape