



Certified Search Engine
Marketing Professional
VS-1219

Vskills Certifications

Vskills Brochure



Certified Search Engine Marketing Professional

Certification Code VS-1219

Vskills certification for Search Engine Marketing assesses the candidate as per the company's need for running Search Engine Marketing Campaigns across various channels including Digital Marketing techniques. The certification tests the candidates on various areas in Search Engine Optimization.

Why should one take this certification?

This Course is intended for professionals and graduates wanting to excel in their chosen areas. It is also well suited for those who are already working and would like to take certification for further career progression.

Earning Vskills Search Engine Marketing Professional Certification can help candidate differentiate in today's competitive job market, broaden their employment opportunities by displaying their advanced skills, and result in higher earning potential.

Who will benefit from taking this certification?

Job seekers looking to find employment in Search Engine Marketing departments of various companies, students generally wanting to improve their skill set and make their CV stronger and existing employees looking for a better role can prove their employers the value of their skills through this certification.

Test Details

- **Duration:** 60 minutes
- **No. of questions:** 50
- **Maximum marks:** 50, Passing marks: 35 (70%). There is no negative marking in this module.

Fee Structure

Rs. 4,999/- (Excludes taxes)*

* Fees may change without prior notice, please refer <http://www.vskills.in> for updated fees

Please note that completing the Video based course by Digital Vidya is mandatory to appear in this certification exam.

Companies that hire Vskills Search Engine Marketing Professional

Search Engine Marketing is in great demand. Companies across all verticals are looking for skilled Search Engine Marketing Professionals for promoting their business on Digital Media. Search Engine Marketing Professionals are also in high demand in marketing agencies across the world. There are lots of Marketing Agencies, which are now specializing in Digital Media and they are recruiting 100s of Search Engine Marketing Professionals.

Table of Contents

SEARCH ENGINE MARKETING

Search Engine Marketing Overview

- Understanding Google search
- Rule based personalization of marketing at internet scale
- Overview of Google Adwords, Microsoft AdCenter and Yahoo Search Marketing

Pay per click overview

- PPC Definition & how it function
- Important Terms - Quality Score, Conversion Rate etc.
- Quality Score Overview Understanding

Strategizing PPC campaigns

- Setting objectives, goals & expectations
- Actionable metrics for performance measurements
- Formulating account structure
- Effective segmentation of keywords
- Usage of multiple match types
- Non overlapping Ad Groups

Market Analysis

- Understanding industry key drivers
- Competitive Analysis
- Organizational positioning
- Targeting

Ad writing Techniques

- Compelling ads that increase click through rates (CTR) lower costs
- Understanding, Analyzing & Improving - Relevance & Quality score
- Improve conversion rates Targeted ads & relevant landing pages
- Ad Preview tool

- Best Practices like using features such as reviews, +1 button etc

Campaign Management

- Overview of the tools
- Understanding advance functionality

Bid Management Plan

- Understand bidding strategy
- Manual vs. Automated bid management
- Different bid management features CPA bidding, position preference etc

Effective landing pages

- Importance of UI/UX design
- Call to Action

Performance Tracking

- Set campaign objectives & goals
- Define Performance metrics
- Monitor PPC activity with Google Analytics

Decipher User Psychology

- Understand & connect with the user
- Benefit from search behavior of prospective customer

Reporting & Analysis

- Integrate PPC account with Google Analytics
- Understanding reports and define the future plan of action

Testing

- Multivariate Testing
- A/B split Testing

SEM Management (Other Opportunities)

- Remarketing
- Mobile Advertising
- Display & Video Formats
- Optimize the display network campaigns
- Track & measure view through conversions

Affiliate Marketing

- Advertiser
- Publisher
- Consumer

Mobile Marketing

- Introduction
- Mobile Advertising
- Understanding the market

Certifications

➤ Accounting, Banking and Finance

- Certified AML-KYC Compliance Officer
- Certified Business Accountant
- Certified Commercial Banker
- Certified Foreign Exchange Professional
- Certified GAAP Accounting Standards Professional
- Certified Financial Risk Management Professional
- Certified Merger and Acquisition Analyst
- Certified Tally 9.0 Professional
- Certified Treasury Market Professional
- Certified Wealth Manager

➤ Big Data

- Certified Hadoop and Mapreduce Professional

➤ Cloud Computing

- Certified Cloud Computing Professional

➤ Design

- Certified Interior Designer

➤ Digital Media

- Certified Social Media Marketing Professional
- Certified Inbound Marketing Professional
- Certified Digital Marketing Master

➤ Foreign Trade

- Certified Export Import (Foreign Trade) Professional

➤ Health, Nutrition and Well Being

- Certified Fitness Instructor

➤ Hospitality

- Certified Restaurant Team Member (Hospitality)

➤ Human Resources

- Certified HR Compensation Manager
- Certified HR Staffing Manager
- Certified Human Resources Manager
- Certified Performance Appraisal Manager

➤ Office Skills

- Certified Data Entry Operator
- Certified Office Administrator

➤ Project Management

- Certified Project Management Professional

➤ Real Estate

- Certified Real Estate Consultant

➤ Marketing

- Certified Marketing Manager

➤ Quality

- Certified Six Sigma Green Belt Professional
- Certified Six Sigma Black Belt Professional
- Certified TQM Professional

➤ Logistics & Supply Chain Management

- Certified International Logistics Professional
- Certified Logistics & SCM Professional
- Certified Purchase Manager
- Certified Supply Chain Management Professional

➤ Legal

- Certified IPR & Legal Manager
- Certified Labour Law Analyst
- Certified Business Law Analyst
- Certified Corporate Law Analyst

➤ Information Technology

- Certified ASP.NET Programmer
- Certified Basic Network Support Professional
- Certified Business Intelligence Professional
- Certified Core Java Developer
- Certified E-commerce Professional
- Certified IT Support Professional
- Certified PHP Professional
- Certified Selenium Professional
- Certified SEO Professional
- Certified Software Quality Assurance Professional

➤ Mobile Application Development

- Certified Android Apps Developer
- Certified iPhone Apps Developer

➤ Security

- Certified Ethical Hacking and Security Professional
- Certified Network Security Professional

➤ Management

- Certified Corporate Governance Professional
- Certified Corporate Social Responsibility Professional

➤ Life Skills

- Certified Business Communication Specialist
- Certified Public Relations Officer

➤ Media

- Certified Advertising Manager
- Certified Advertising Sales Professional

➤ Sales, BPO

- Certified Sales Manager
- Certified Telesales Executive

& many more job related certifications

Contact us at :

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www.vskills.com