SEM FORMULA

Inside Search Engine Marketing

STRUCTURE
Budget, pacing, campaign type / campaign goal, scheduling, conversions

ADS
Ad type (search/display/video), use of extensions, responsive/dynamic, eye-catching/engaging/ encourage action

LANDING PAGE
User experience, designed with campaign goal in mind, conversions, all devices

BIDDING
Bid adjustments, bidding strategies (target ROAS, CPA, enhanced CPC, maximize clicks, maximize conversions etc., manual)

TARGETING
Location, keywords, audience, intent/affinities/in-market/ demographics, placements, remarketing