



Free eCommerce Search Engine Marketing Crash Course for 2021

#eCommerceMarketing #SearchEngineMarketing #eBook



Written by:

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Ecommerce brands, there's a lot being said on improving your organic rankings, but paid marketing is where a lot of money is left on the table. Yes, you read it right. Paid marketing is a powerful strategy to bring quality leads directly to the conversion stage of your marketing funnel, and if done right, the sky's the limit for the ROI you can get.

Unlike publicity and branding, paid marketing on search engines and popular blogs give your opportunities to directly sell your products to get returns. eCommerce businesses usually surf sales seasons where merchandise is sold in huge numbers within a short time period. Thus, having the extra boost for ecommerce marketing is worth it for strengthening your bottom line.

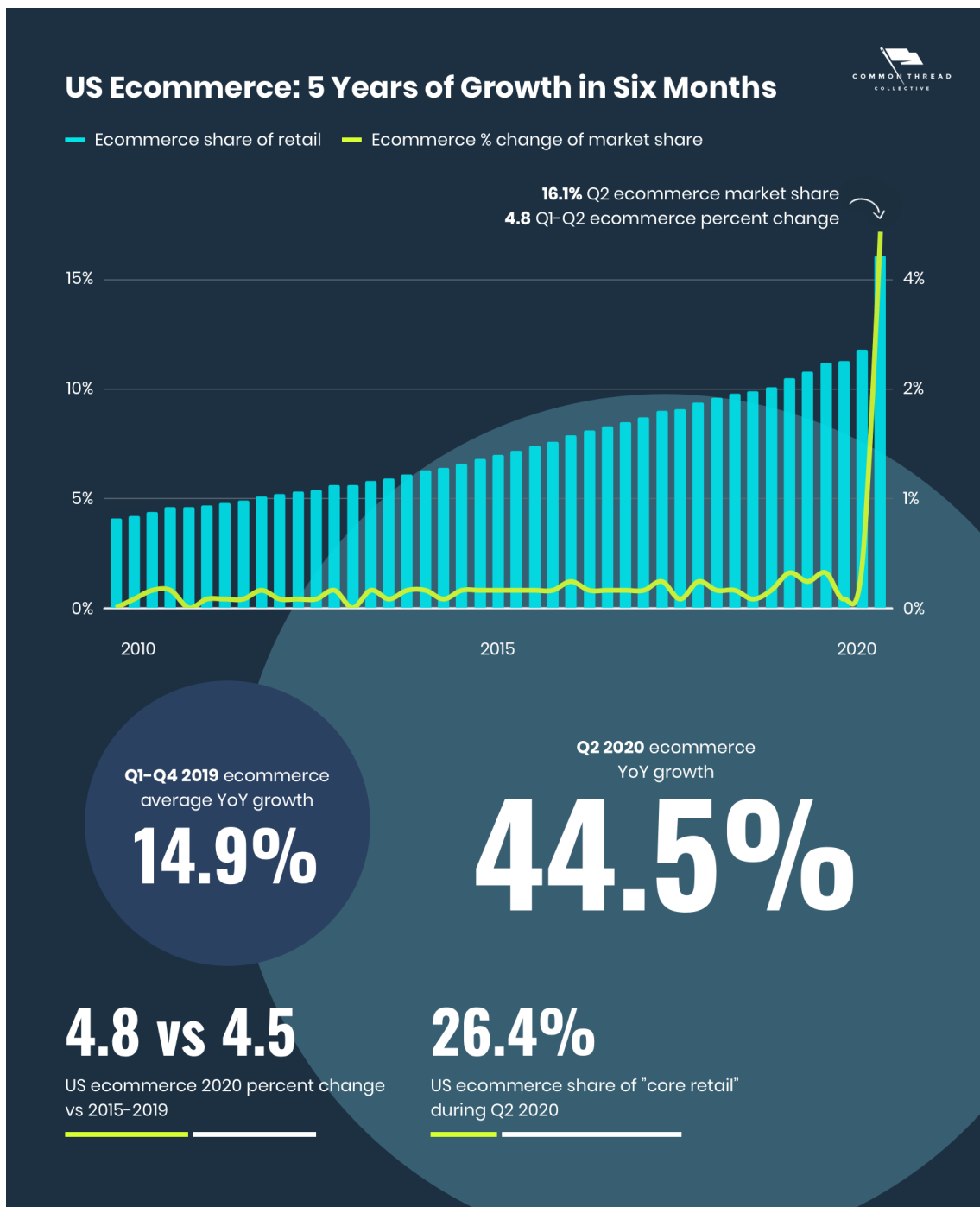


Image Credits

2021 will be one of the most important years for the ecommerce industry as everyone is eyeing to sustain the momentum gained in 2020. Experts find that [ecommerce growth during the Covid-19](#) equals that of almost a half-decade. [Consumers adopted digital channels rapidly](#) at the beginning of the pandemic, and the market size touched \$4.2 trillion. As we inch towards the unlock process and vaccination drives, web stores are looking for ways to keep their businesses thriving.

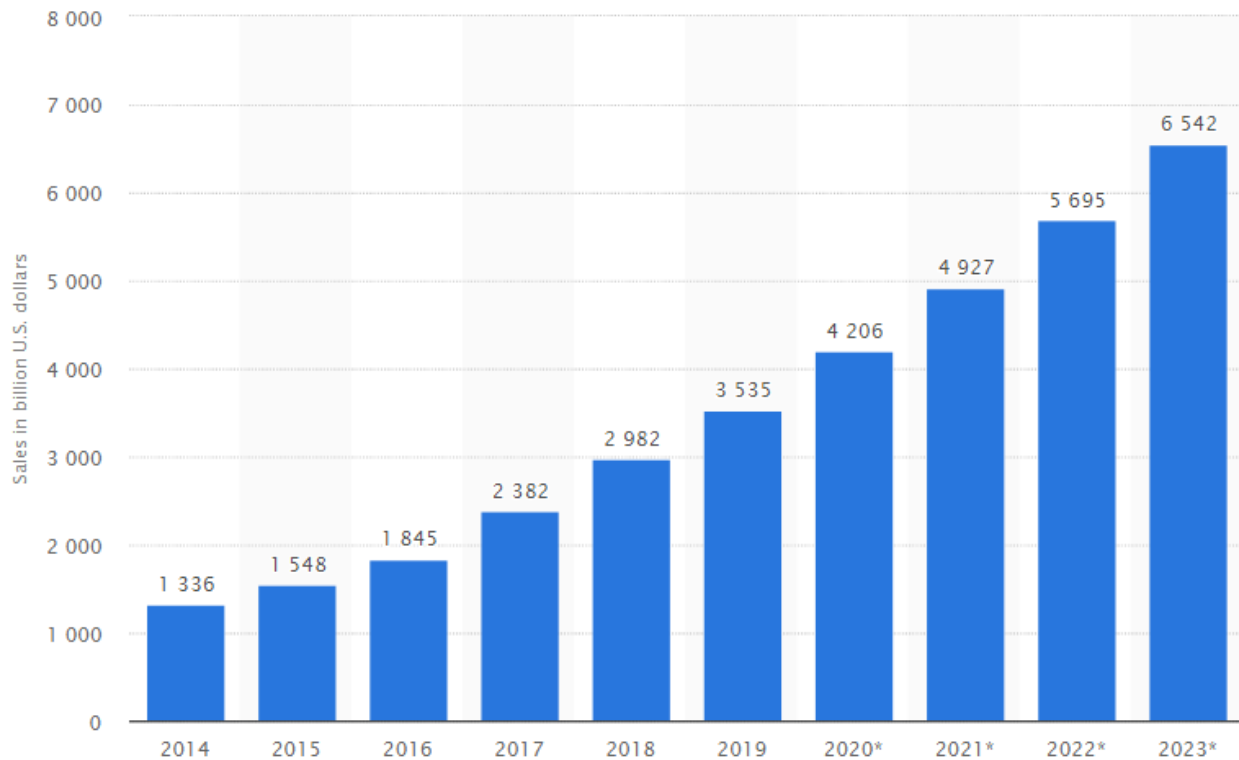


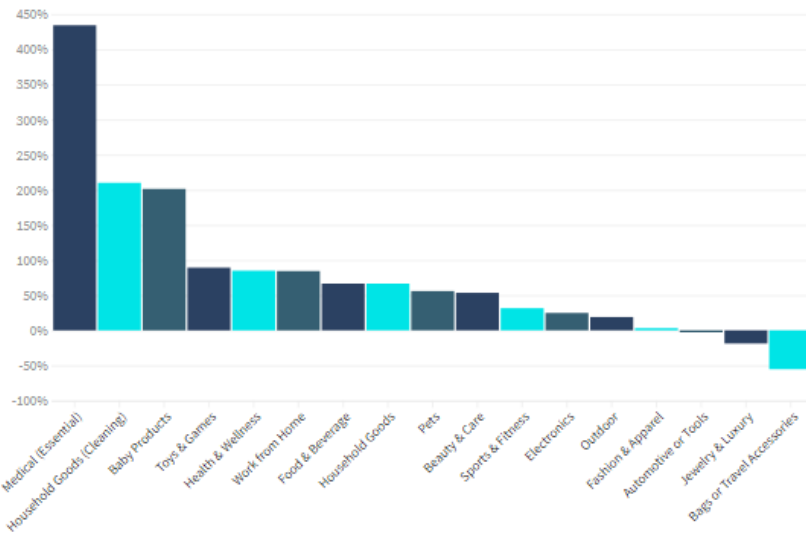
Image Credits

If you are looking forward to making the most out of this ecommerce gold rush, getting a boost over organic traffic may be a more sensible move. When it comes to long term business strategy, it is indeed advisable to go with organic visibility efforts. However, if you are looking for instant results to encash limited period opportunities, search engine marketing is the best way to do so. In this ebook, I will cover Search Engine Marketing for ecommerce websites in this free actionable guide. This crash course will also give an overview of Amazon Ads, Blog Ads, and a little bit of Google Remarketing so that our readers get an idea about the whole landscape right within this resource.

I will include as many screenshots as possible to make this guide both interesting and actionable for people from all backgrounds willing to learn SEM. This in-depth resource is equally beneficial to interns, marketing executives, and newbie SEOs working for eCommerce stores. Make sure you have decent [order management software](#) in place because we are going to focus on high conversion rates throughout the course.

Ecommerce Consumer Sales (COVID-19) +52.20%

Aggregated via ShipBob, ShipHero, Attentive, Stackline, CTC, Klaviyo, Emarsys, Rakuten & Adobe



A Flourish chart

Image Credits

Online sales trends during the Covid-19

Dive in deeper to start SEM for your eCommerce store from scratch.

★ What is Search Engine Marketing for eCommerce stores?

Definition: Search Engine Marketing (SEM) refers to the use of paid advertisements that are positioned on the high visibility areas on the search engine results page (SERP) alongside organic results to capture the traffic.

Previously, both organic positioning and paid positioning were covered under SEM, but a significant chunk of the industry classifies only paid search marketing under SEM, and we will stick with that throughout this article. Here's how SEM differs from SEO:

SEO vs. SEM simplified

SEO is a long-term strategy that covers your online store's overall optimization to rank at higher positions on the SERP. It produces long term effects, and it is a time consuming, costly process that needs continuous inputs. On the other hand, SEM covers the paid marketing methods the advertiser pays a certain amount to place their ad on the parts of the SERP where the users are most likely to click. The ad is displayed for a specified period, and there are clearly zero organic benefits for the advertiser, as informed by Google. It is a short term strategy requiring comparatively lesser budget, time, and efforts.

Putting it simply, SEO encompasses the entire customer journey for getting conversions:

SEO

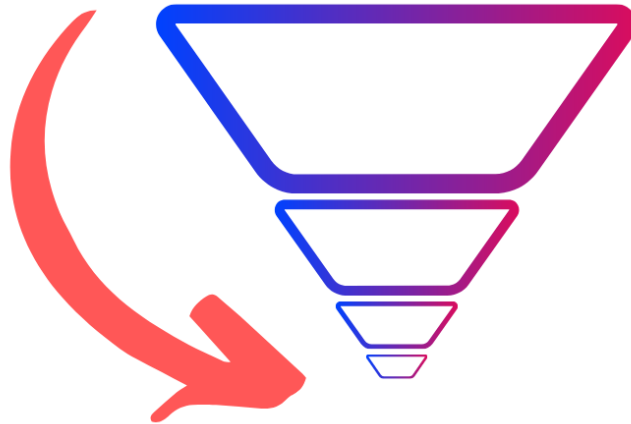
SEO covers the entire journey from the top of the marketing funnel to its end- conversion.



On the other hand, SEM is used for getting leads directly without guiding them through your entire marketing funnel:

SEM

SEM helps you push traffic towards the end of the marketing funnel using paid advertisements that cost you far lesser than reaching the top organically.



Both SEO and SEM are equally essential for ecommerce stores as you might not want to pour in long term efforts for certain products, while for others, the organic ranking may come out as more desirable. An ecommerce store of any size, type, dealing in any legal product can run search engine marketing campaigns. In fact, search engine marketing is highly beneficial to ecommerce stores as the smartphones have only paid listings visible after searching for a product. To see the organic results, the smaller screen sizes require some scrolling, thus making SEM favourable.

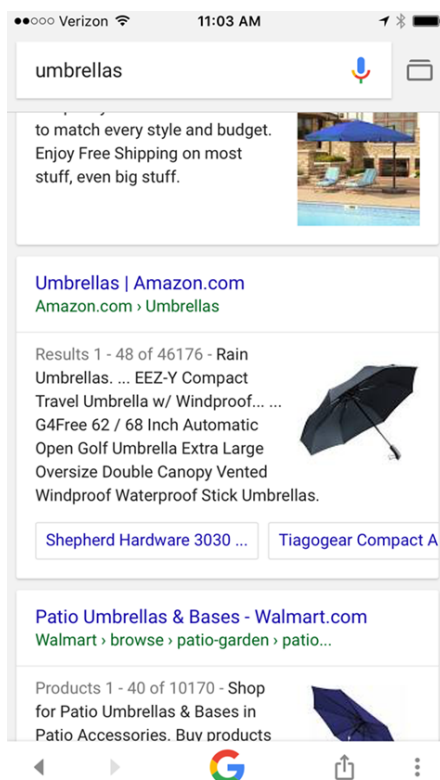


Image Credits

If you are looking for customers nearby, Google Map Ads are equally effective:

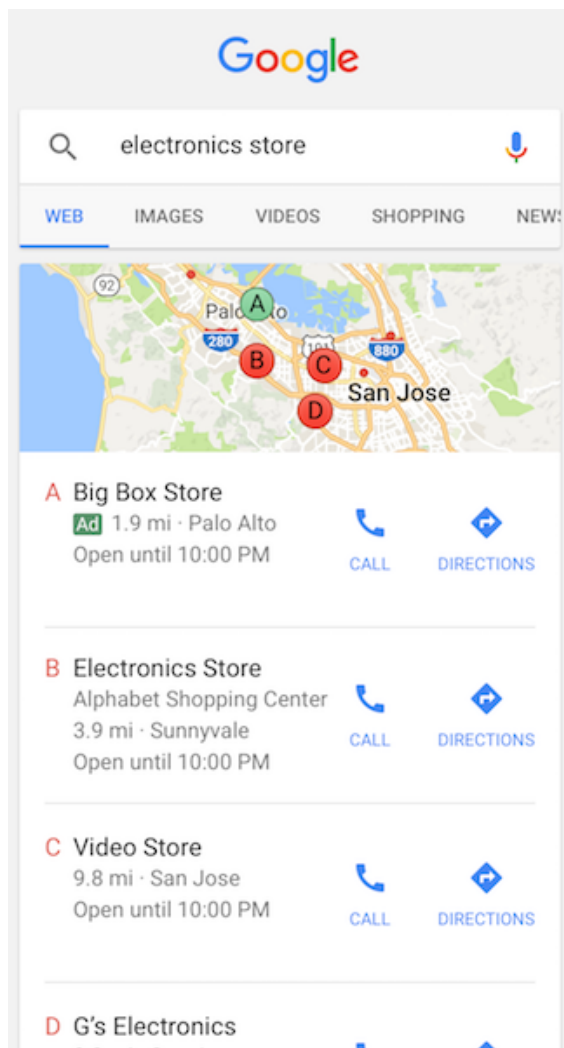


Image Credits

For ecommerce stores, there are multiple options like Google AdWords, Google Shopping ads, Google Map Ads and Google Image ads. Highly refined user intent makes search engine marketing the best channel for running high conversion campaigns. Since the majority of people use Google, we will focus on it. Statista finds that Google dominates the search engine market with an **86.86%** share. Don't worry, I will cover Bing in a separate section though. You might as well want to include Baidu or Yandex (for Russia) as well as **YouTube**, the second largest search engine with over 3 billion searches a month.

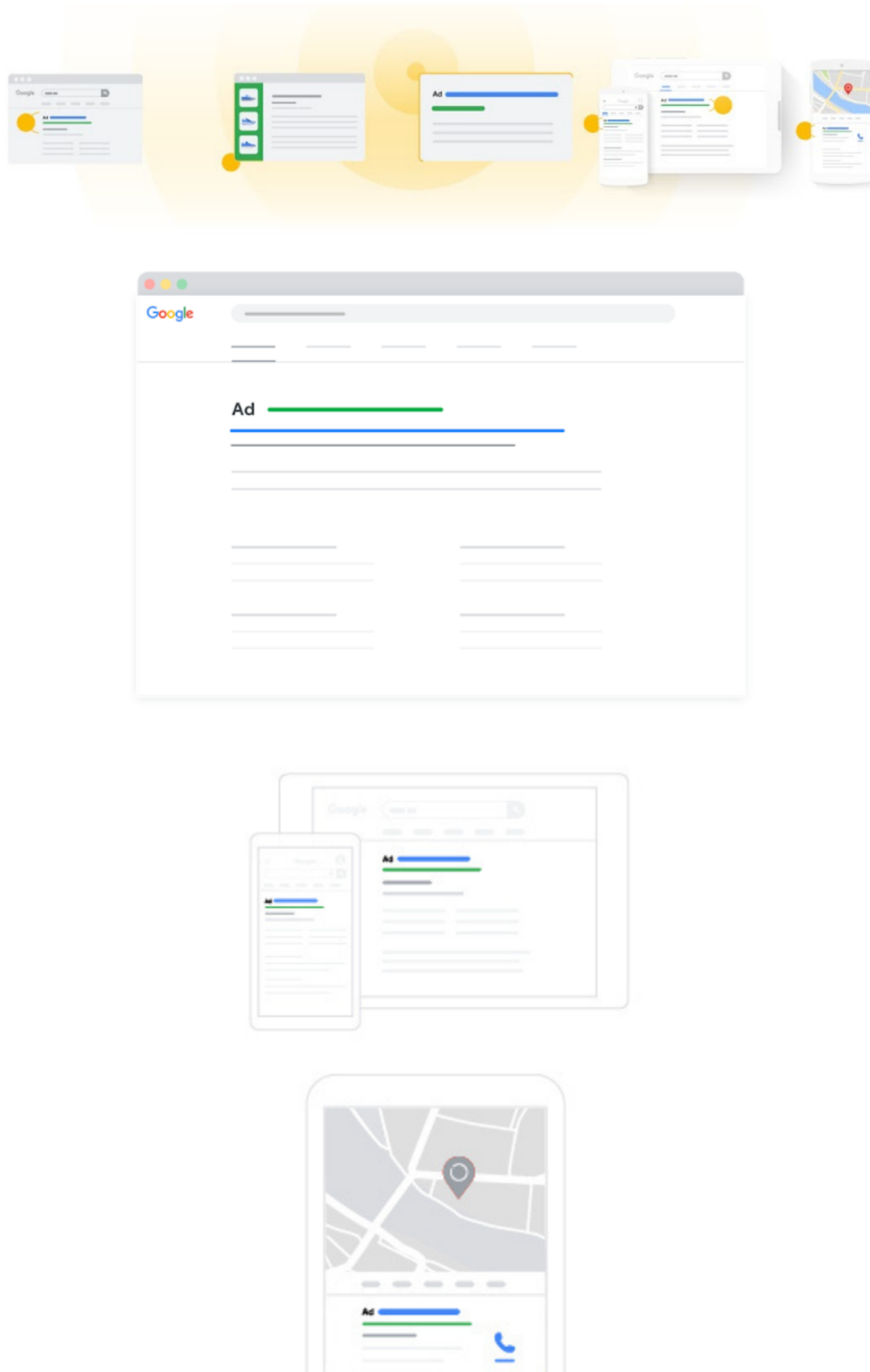


Image Credits

When a user enters a 'search query' or the words used to describe the item they are looking for in a search engine, it displays a list of results. The words used for making the search query are known as keywords, and the results contain the most relevant answers for the given query, listed on the search engine results page (SERP). The users typically click on the first few results and make a purchase right away. Getting a higher position on the SERP translates to more inbound traffic and better chances of making a sale. Below is the distribution of 'user clicks' as shown in the image.

Google men's running shoes

About 16,400,000 results (0.50 seconds)

Reebok ZPrint Run - Reebok.com
www.reebok.com/Running
 4.2 ★★★★★ rating for reebok.com
 Make An Imprint In The New Reebok ZPrint Run. Orders \$49+ Ship Free

Mens Brooks Running Shoes - Zappos.com
www.zappos.com/Brooks-Running
 4.8 ★★★★★ rating for zappos.com
 Free Shipping, Free 365 Day Returns on Mens Brooks Running Shoes
 Brooks Ghost Running Shoe - Brook's Running Shoes - Brooks Running

Mens Running Shoes
www.shopko.com/
 Find Mens New Balance Running Shoes Starting At \$44.99- Shop Now!

Men's Running Shoes | Foot Locker
www.footlocker.com/Mens/Running/Shoes/_/N-24Zf9Zrj
 Shop men's running shoes at Foot Locker for top brands like Nike, adidas, ASICS, Brooks, Under Armour, and many more with top cushioning for the extra mile!
 Nike Air Max 2015 - Men's - Nike FS Lite Run 2 - Men's - Shoes

Men's Running Shoes | Finish Line
www.finishline.com
 Shop men's running shoes from running shoe brands like Nike, adidas, Asics, Brooks & more at Finish Line.

Men's Running Shoes | DICK'S Sporting Goods
www.dickssportinggoods.com/.../mens-running-sh...
 Athletic Essentials: Men's Running Shoes. ... Start with the right pair of men's running shoes from DICK'S Sporting Goods. ... Shop men's neutral running shoes, men's stability running shoes and men's motion-control running shoes.
 Men's Running Shoes - Women's Running Shoes - New Men's Running Shoes

Men's Running Shoes. Nike.com
store.nike.com/us/en_us/.../mens-running-shoes/7puZ8yzZoI3
 Shop Nike.com for men's running shoes. Browse a variety of styles and order online.

Men's Running Shoes at Road Runner Sports
www.roadrunnersports.com/r/s/mensshoes/mensshoesrunning/
 Get the best running shoes for men at Road Runner Sports based on your arch type, body type & running terrain. Shop now!

Men's Running Shoes | Featour

Image Credits

EVERNOTE
 Sign in to Web Clipper to see Related Results

Shop for men's running shoes on Google

ASICS GEL-Exalt 2 \$39.00 asicsamerica...	Brooks Men's Adrenaline ... \$78.00 Brooks Running ★★★★★ (215)	Nike Flex Experience ... \$55.99 JCPenney In store	Nike Men's Flex Experience 4 ... \$56.00 Sports Authority ★★★★★ (14)
Nike FS Lite Run 3 ... \$74.99 Foot Locker ★★★★★ (4)	ASICS Gel-Venture 5 ... \$60.00 Zappos.com	Nike LunarTempo ... \$74.97 Nike.com 26% price drop	ASICS GEL-Sendai 2 \$79.00 asicsamerica....

Ads

Men's Athletic Shoes
www.stagestores.com/Athletic-Shoes
 4.2 ★★★★★ rating for stagestores.com
 Be a Happy Healthier You and Shop Athletic Shoes at Stage Now!

Running Shoes-Foot Locker
www.footlocker.com/
 Order the Latest Running Shoes
 Everyone. Many Styles & Colors!
 1000 E 41st St Ste 2, Hancock Center
 (512) 454-4435

ConversionXL institute

Ranking on the top positions of the SERP requires long term efforts, but Search Engine Marketing can help you get the top spot by paying money to the search engines like Google. They will display your advertisement in the top position of the SERP above the organic results. As the role of smartphones in online shopping continues to grow, SEM can be a great investment as paid advertisements cover the initial results:

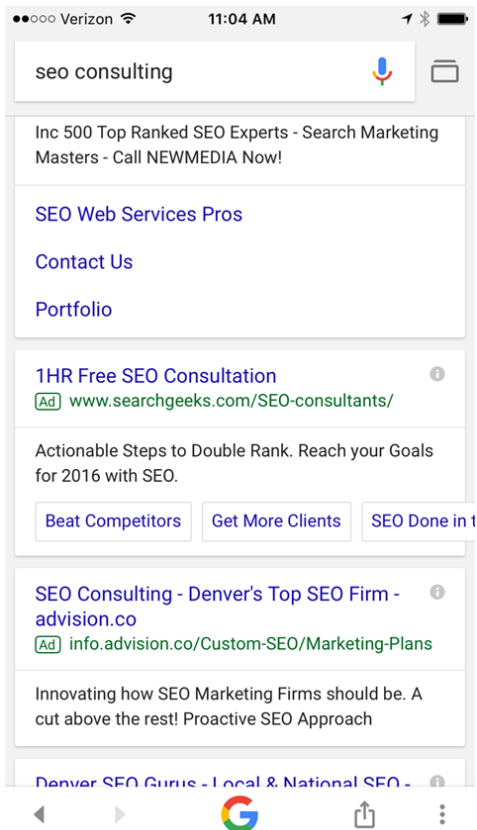


Image Credits

For ecommerce brands, search engine marketing is better than social media marketing as it targets the customers looking to spend money instead of disturbing social media users looking to spend free time.

For ecommerce websites, paid marketing on search engines can be a useful tactic as it brings in **150%** more conversions than that of the organic results. But that's not the complete story. Google has a similar ranking method for the ads, like the organic results, so that its users see the 'most relevant ads' on the top. Ecommerce stores can benefit tremendously from SEM as the user intent is focused on making a purchase instead of consuming information. The top 3 ads bag **40%** of the total clicks on the paid results area, and we will discuss how Google charges you and how it allocates positions in the next section.

They say 80% of the users don't click on paid ads, but you pay only when someone clicks. That's 100% worth it!

★ How to run an SEM ad campaign for your eCommerce brand?

With paid marketing on search engines, the way to success can be boiled down to a few factors:

- Total Search Volume For Your Product's Keyword(s) and Their CPC (Cost Per Click)
- Total Value Of The Goods Expected To Sell During The Campaign Period
- Length of Your Sales Season/Campaign Period (In Days)
- The Target Region And Available Customer Base
- Average Spending Capacity Of Your Ideal Buyer Persona And Average Order Value
- The Platforms You Are Going To Target. Search Engines Work Best If You Want High Conversion Rates.
- Your Ad Budget

Primarily, you should have these figures in mind before laying out a plan for running a paid search campaign for your ecommerce store. This helps understand the market potential, set campaign KPIs, and decide your marketing strategy. Now, we will have a look at the step by step process for running search engine marketing campaigns for your ecommerce store:

#1 KYC - Know Your Competition (but do not copy their SEO)

Before starting your SEM campaign, it is always a good idea to see what helps the top-ranking results in getting their spot. Look out for their strategies in terms of the backlinks they have collected, the keywords they rank for, the type of content they publish on their websites and in guest posts. Also, see how their landing pages look and as well as their CTA buttons. Their focus keywords, header tags, use of images and other multimedia, and product layout, along with the use of canonical tags, helps you understand how their UI interacts with the search engines.

It is necessary to have an idea about their site architecture and other features to have clarity into what aspects of your competitors make them effective in serving the inbound traffic. Copying them is not our end target, but we can surely take their strong points and assemble a strategy consisting of the best tactics from your competitors. Do your ecommerce store's SEO to do slightly better on all aspects, and it will create a compounded result for your site.

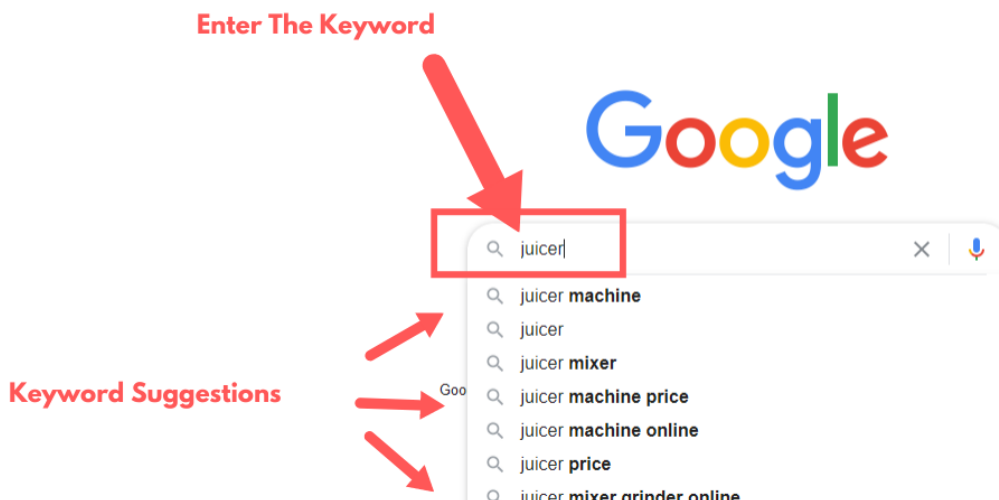
#2 Run a keyword research for your eCommerce products

First things first. You should know the keywords and phrases used to describe your product. Generally, the users enter search queries consisting of 1-3 words. Google will automatically show relevant suggestions that people generally use as search queries when you type the keyword. Many times, it also includes the geographical location so when you are targeting a location other than your current one, make sure to display your location the same as the target region.

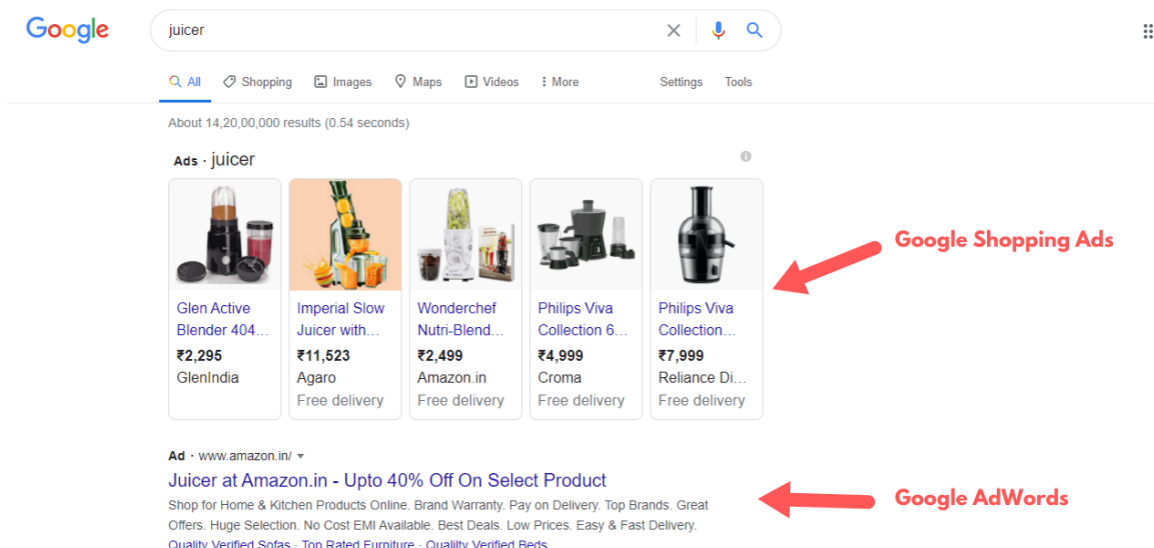
Below we will have a look at various tools for running keyword research:

a. Google It Right Away!

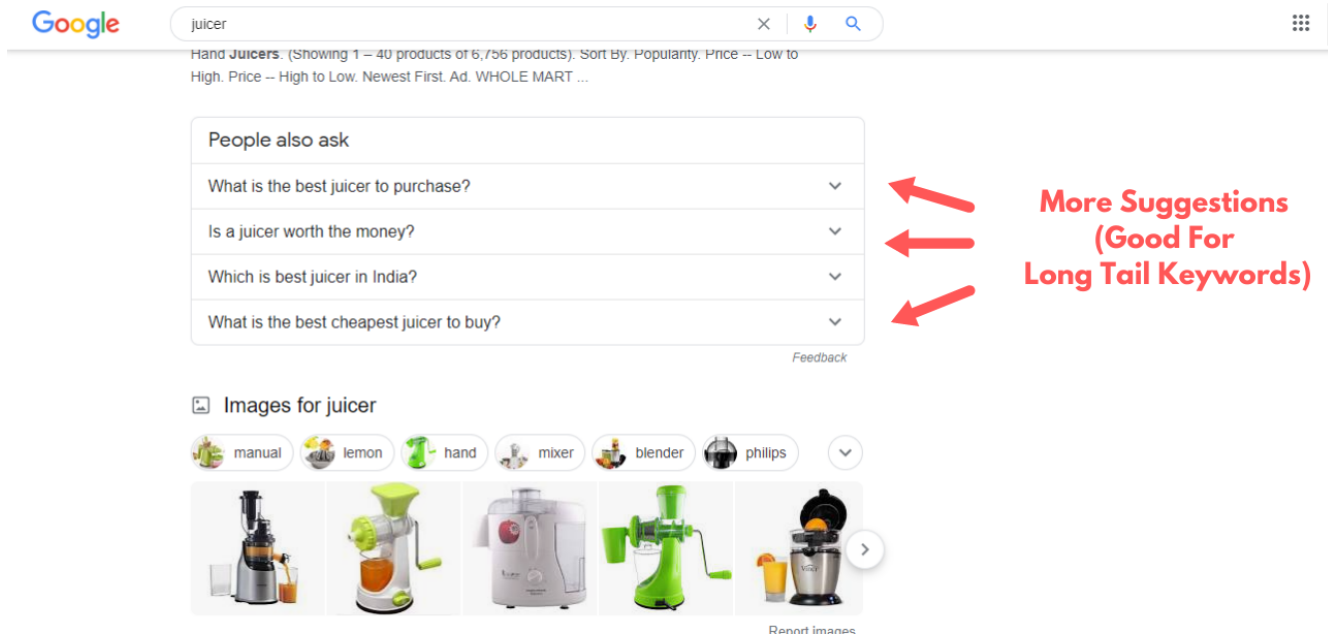
Gmail



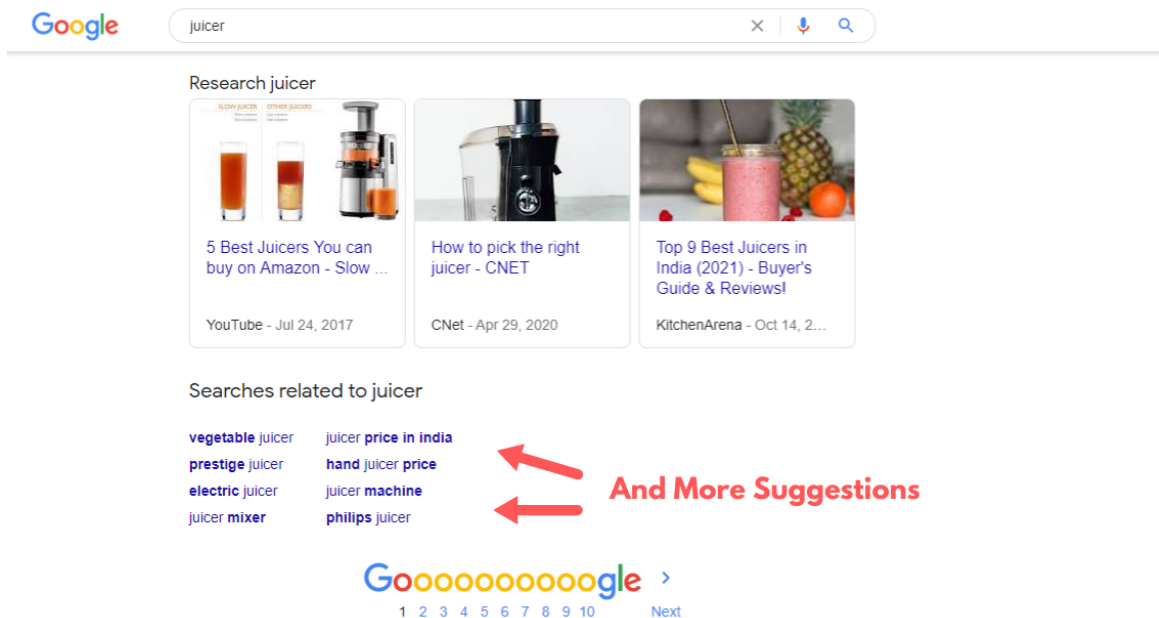
When you hit enter, you will see the ads currently running on the SERP, as we can see in our case:



You will also find some decent suggestions for long-tail keywords in the 'People Also Ask' section on the Google SERP:



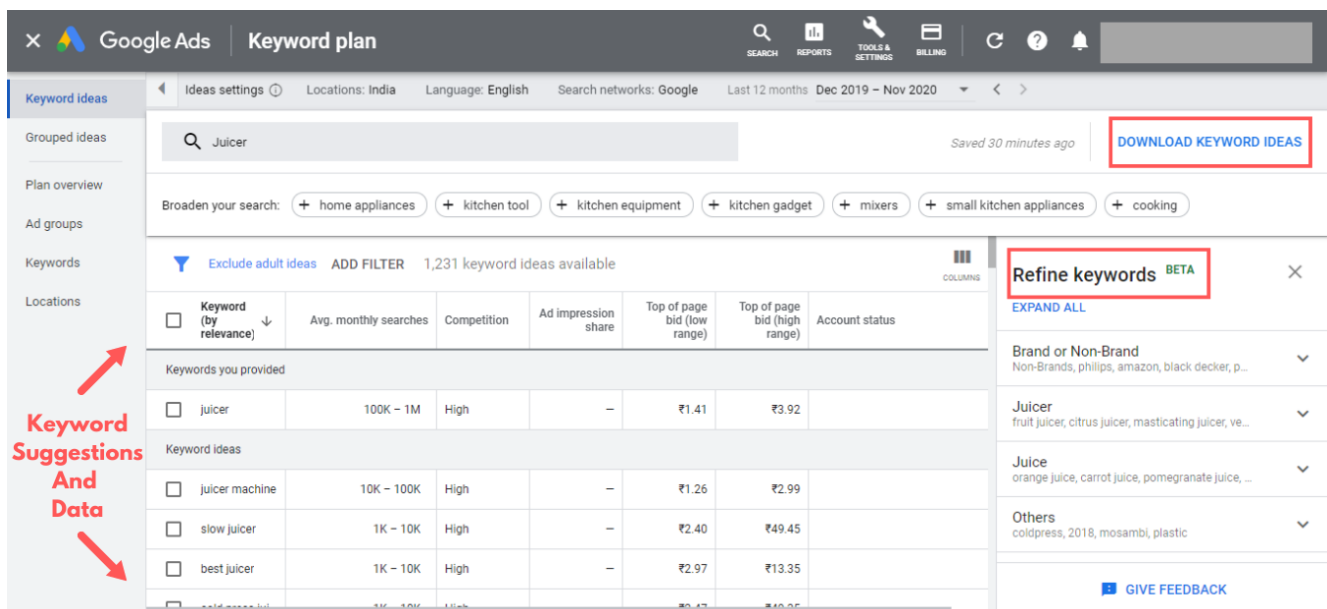
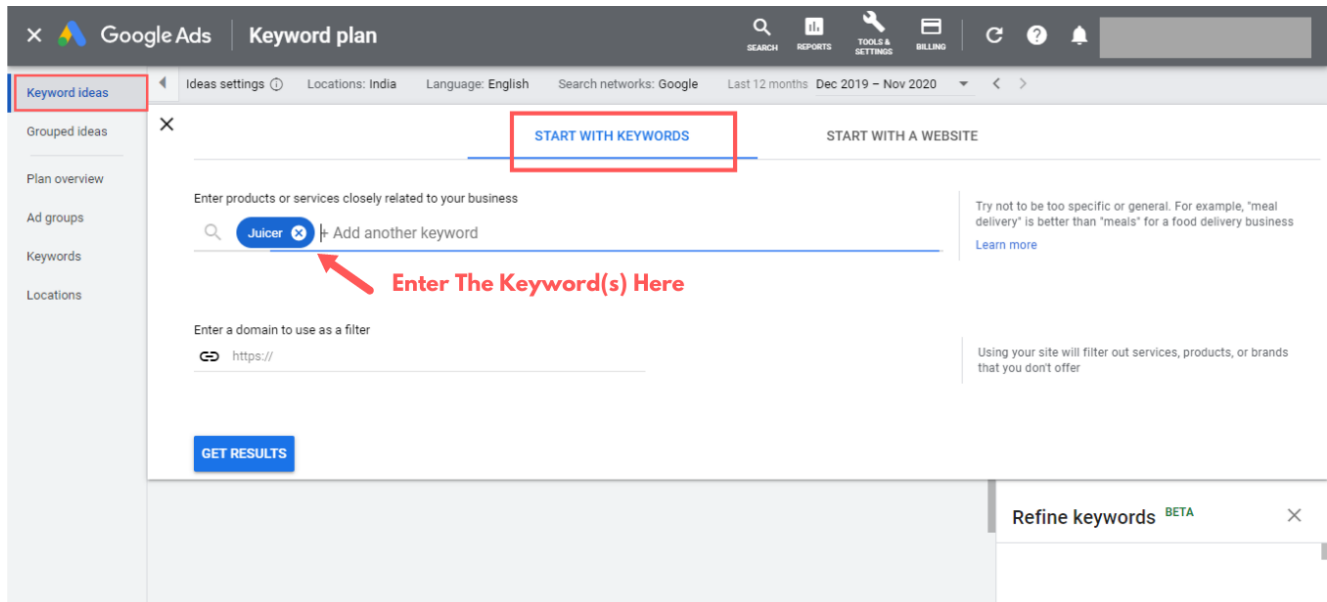
The SERP has a few more suggestions in the 'Searches Related To' section at the end of the page:



This gives you a rough idea of what keywords you should be targeting without using any SEO software. You can also quickly glance at the advertisers' marketing copies to get an overview of your campaign.

b. Google Keyword Planner

For running a paid campaign, you will need to create an account in Google Ads. It also provides you with keyword suggestions apart from acting as your dashboard and cockpit to run multiple ad campaigns. Look at the screenshots below to see how you can get information about keywords along with their CPC and other metrics (I will cover them separately later) for your campaign:



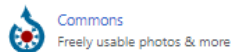
After you hit enter to find the results, Google Ads will provide you with the keyword suggestions and important metrics that you will need later. To download this list, click on the 'Download Keyword Suggestions' button. I also recommend using the 'Refine Keywords' tab to get some additional information on the keyword.

c. Wikipedia and Online Dictionaries

You can use Wikipedia to generate keyword suggestions that you might haven't thought of as it curates a lot of content from different users.



is hosted by the [Wikimedia](#) Foundation, a non-profit organization that also manages other projects.



As you can see, you will find out terms like 'Centrifugal Juicer,' which isn't apparent at first sight:

Not logged in [Talk](#) [Contributions](#) [Create account](#) [Log in](#)

Article [Talk](#) [Read](#) [Edit](#) [View history](#)

Juicer

From Wikipedia, the free encyclopedia

"The Juicer" redirects here. For the professional wrestler, see Art Barr.


A **juicer**, also known as a **juice extractor**, is a tool used to extract juice from **fruits**, **herbs**, **leafy greens** and other types of **vegetables** in a process called **juicing**.^[1] It crushes, grinds, and/or squeezes the juice out of the **pulp**.^[2]

Some types of juicers can also function as a food processor.^[3] Most of the twin gear and horizontal masticating juicers have attachments for crushing herbs and spices, extruding pasta, noodles or bread sticks, making baby food and nut butter, grinding coffee, making nut milk, etc.

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- 1 Types
 - 1.1 Reamers
 - 1.2 Centrifugal juicers
 - 1.3 Masticating juicers
 - 1.4 Triturating juicers
 - 1.5 Juicing press
 - 1.6 Steam juice extractor
- 2 See also
- 3 References

Keyword Suggestions




Electric centrifugal juicer

Types [\[edit\]](#)

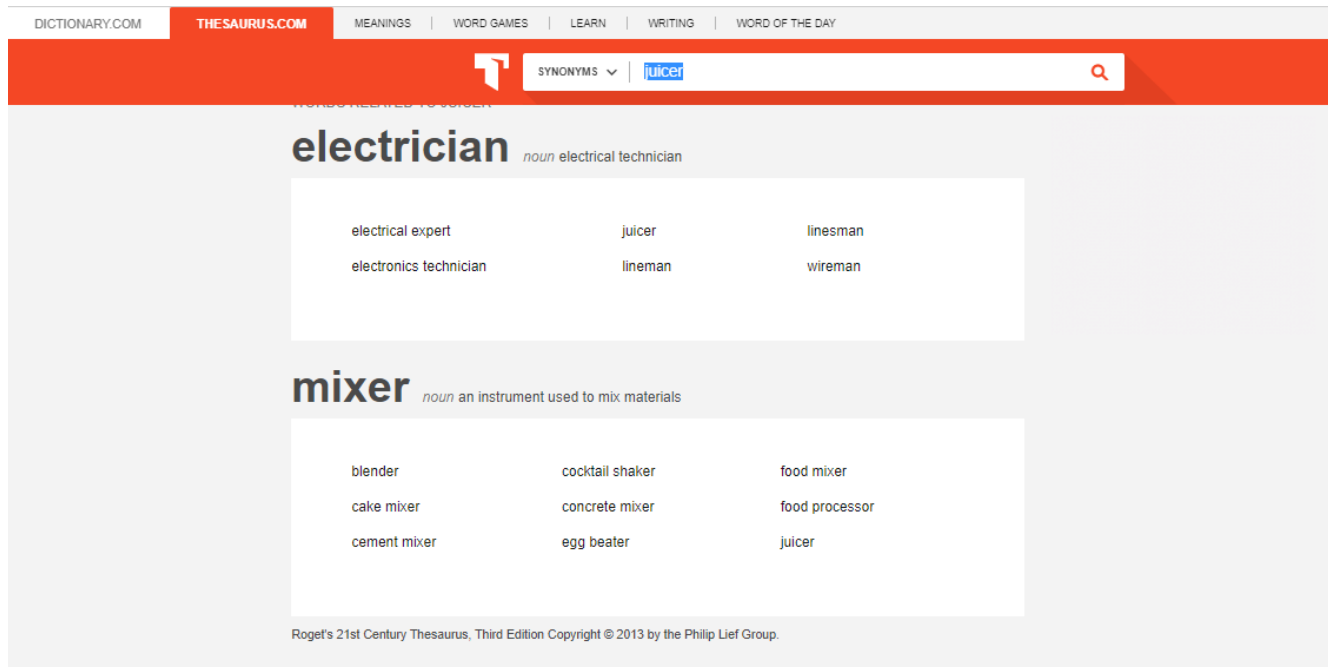
Reamers [\[edit\]](#)

Squeezers are used for squeezing juice from citrus such as grapefruits, lemons, limes, and oranges.^[4] Juice is extracted by pressing or grinding a halved citrus along a juicer's ridged conical center and discarding the rind. Some reamers are stationary and require a user to press and turn the fruit, while others are electrical.



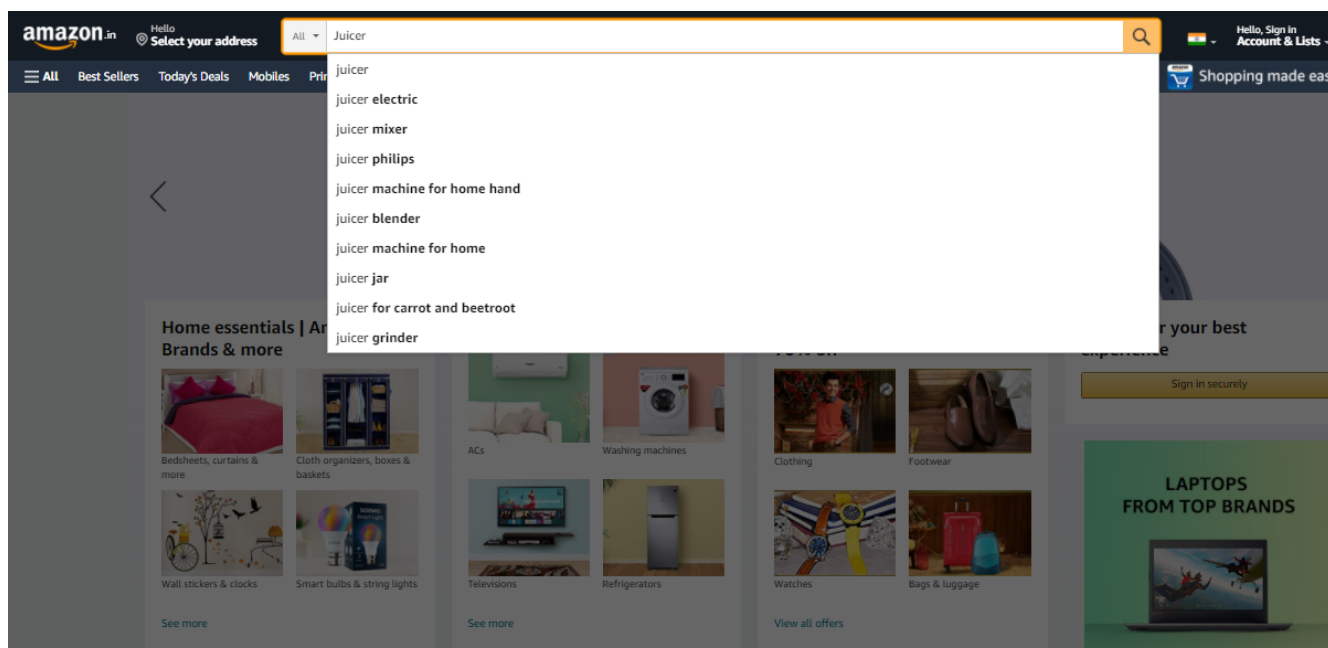
WikiSynonyms is also another site that you might like to explore for getting ideas.

You can also use online dictionaries like Thesaurus to get suggestions, but it doesn't work well in all cases, as you can see below:



d. Amazon Autosuggest

Now this one is a really effective and smart option for online retailers: Amazon Autosuggest. It gives suggestions that are directly used for selling its products, and as an online retailer, it's quite similar to Google's autosuggestions, but it displays ecommerce product suggestions exclusively.



e. Ubersuggest

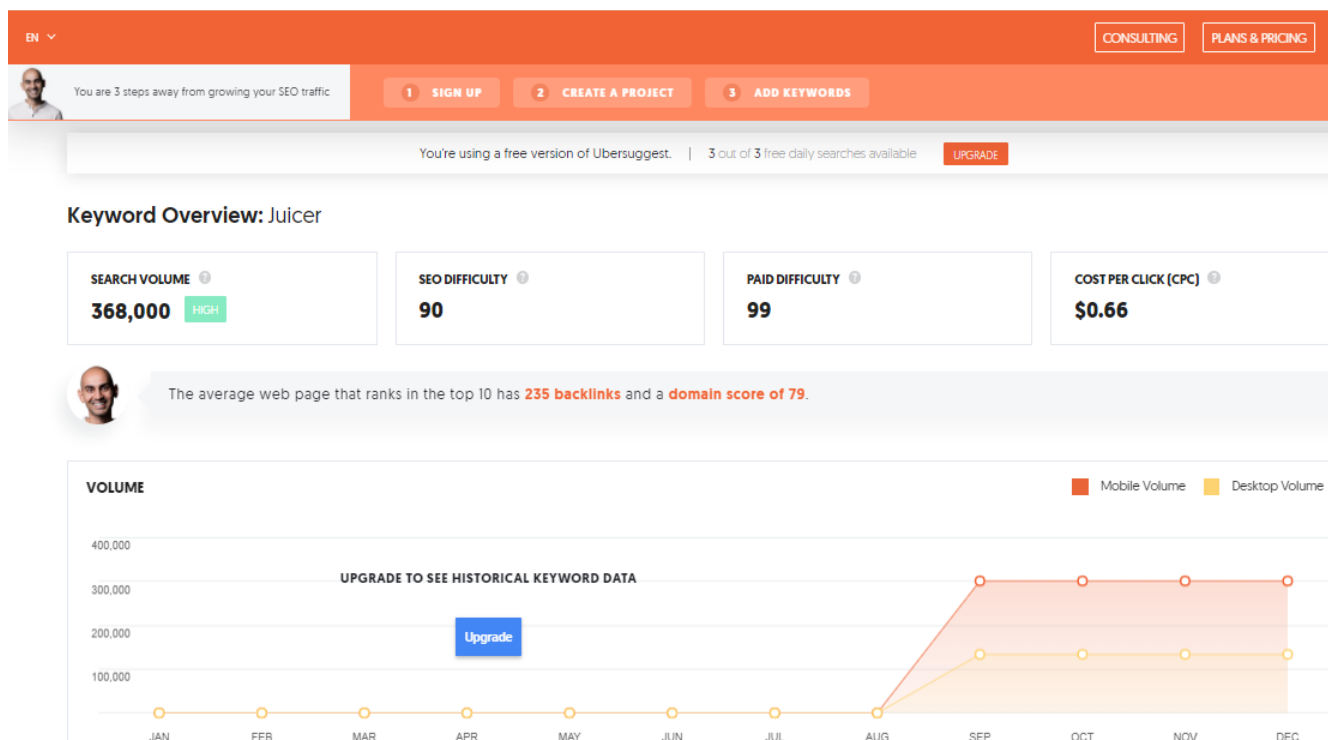
Ubersuggest

Want more traffic? Ubersuggest shows you how to win the game of SEO.
Just type in a domain or a keyword to get started.



A search bar with the text 'Juicer' entered. To the right of the text is a dropdown menu showing 'English / United States' with a flag icon and a downward arrow. Further right is a red 'SEARCH' button.

Ubersuggest is a nice freemium tool that helps you get keyword suggestions as well as metrics helpful for running your advertisements.



Ubersuggest also allows you to download the reports containing the metrics along with the ranking difficulties for organic and paid positioning.

f. SEMrush

When it comes to running a paid search campaign, professionals prefer using sophisticated SEP tools, and SEMrush is among the industry's leading ones. It gives a lot more value than keyword ideas and SERP metrics as it is a full-fledged SEO suite that also helps users with social media marketing.

The screenshot displays the SEMrush interface. The top navigation bar includes 'SEMURSH', 'Features', 'Pricing', 'Resources', 'Company', and 'Extra tools'. The left sidebar lists various SEO tools under categories like 'COMPETITIVE RESEARCH', 'KEYWORD RESEARCH', and 'LINK BUILDING'. The main content area is divided into two sections: 'Domain Overview' and 'Keyword Overview'.

Domain Overview: Juicer

Run faster with our best use cases

Digital Agencies | **SEO** | Content Marketing | PPC | Social Media | Competitive Research

- Find and fix SEO issues
- Clean up your backlink profile
- Track your daily ranks for any keyword
- Improve your Local SEO
- Get actionable on-page SEO tips
- Overview your SEO performance

Dashboard

Domain Analytics

Quickly see changes in key organic and paid traffic metrics and track the authority score of your and your competitors' domains

Enter domain: US Add domain

My Projects

All | My own | Shared with me | Tags |

Keyword Overview: Juicer

United States | Desktop | Jan 12, 2021 | USD | Export to PDF

Overview | Bulk Analysis

Volume 368.0K

Keyword Difficulty 80%

CPC \$0.40 | **Com.** 1.00

Global Volume 1.1M

US	368.0K
IN	165.0K
ID	74.0K
UK	60.5K
PH	60.5K
Other	405.5K

Results on SERP ~719.0M

SERP Features

PLA 0 | Ads 0

Trend

Keyword Variations 1.1M | Total volume: 26.0M

Keywords	Volume
juice wrld	3.4M
mp3 juice	1.8M
jamba juice	673.0K
juice wrld death	550.0K
juice	366.0K

Questions 178.1K | Total volume: 2.2M

Keywords	Volume
how did juice wrld die	110.0K
is juice wrld dead	60.5K
did juice wrld die	40.5K
how did juice die	27.1K
when did juice wrld die	22.2K

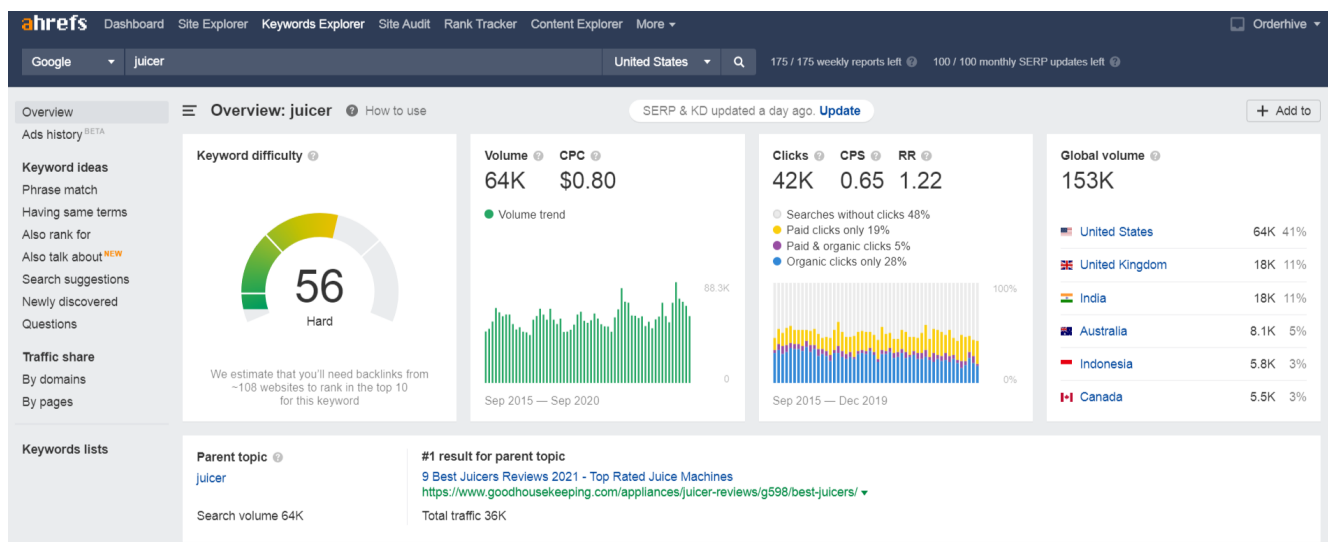
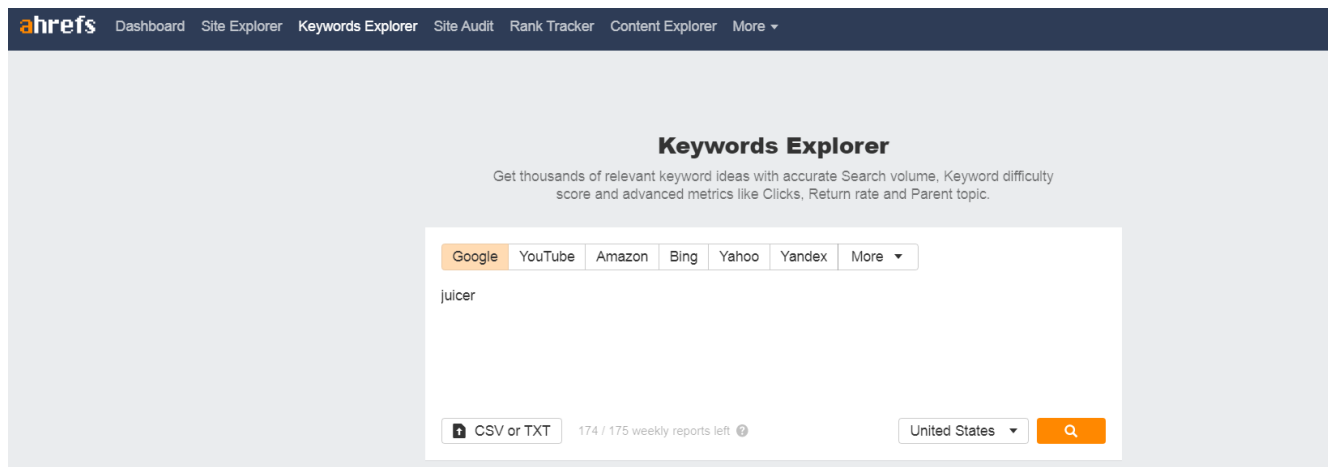
Related Keywords 3.3K | Total volume: 1.1M

Keywords	Volume
juxe	170
juice plus	60.5K
juice plus+	590
juice plus products	720
the juice plus	40

You can also use the bulk analysis feature to get an overview of multiple keywords at once.

g. Ahrefs

And it gets serious when you go with Ahrefs! Ahrefs is arguably the best-known tool in the industry (best SEO for an SEO tool?), and it provides you data for billions of keywords.



Ahrefs provides many valuable features that help you keep track of your keywords and make necessary changes in your campaigns whenever required.

Apart from these, you can also use tools like Moz, while I also found Answer The Public as a great keyword generator.

#3 Focus on long-tail keywords related to your eCommerce product

As I told you earlier, we are looking for high conversion tactics, and long-tail keywords fit into this criteria like none other. Long-tail keywords may not have skyrocketing search volumes, but they have hyper refined search intent. Most of them result in purchases, so you might not want to miss out on them. Their importance is fairly demonstrated in the below infographics:

Keyword Length in Words VS Monthly Search Volume (of 1.9 Billion Search Queries)

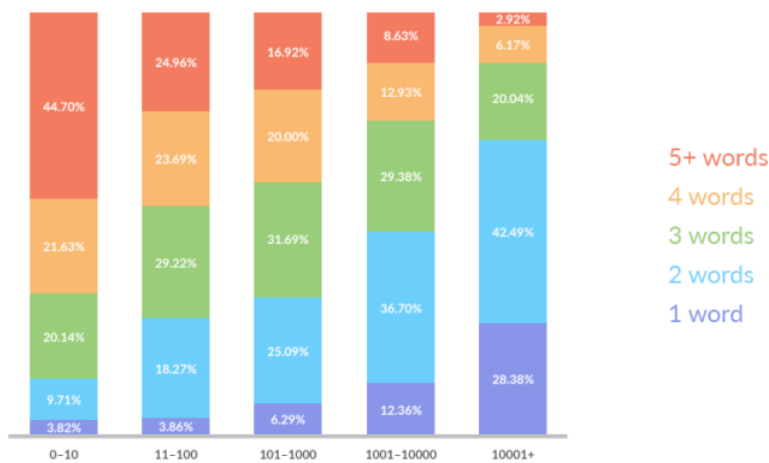


Image Credits

The Search Demand Curve



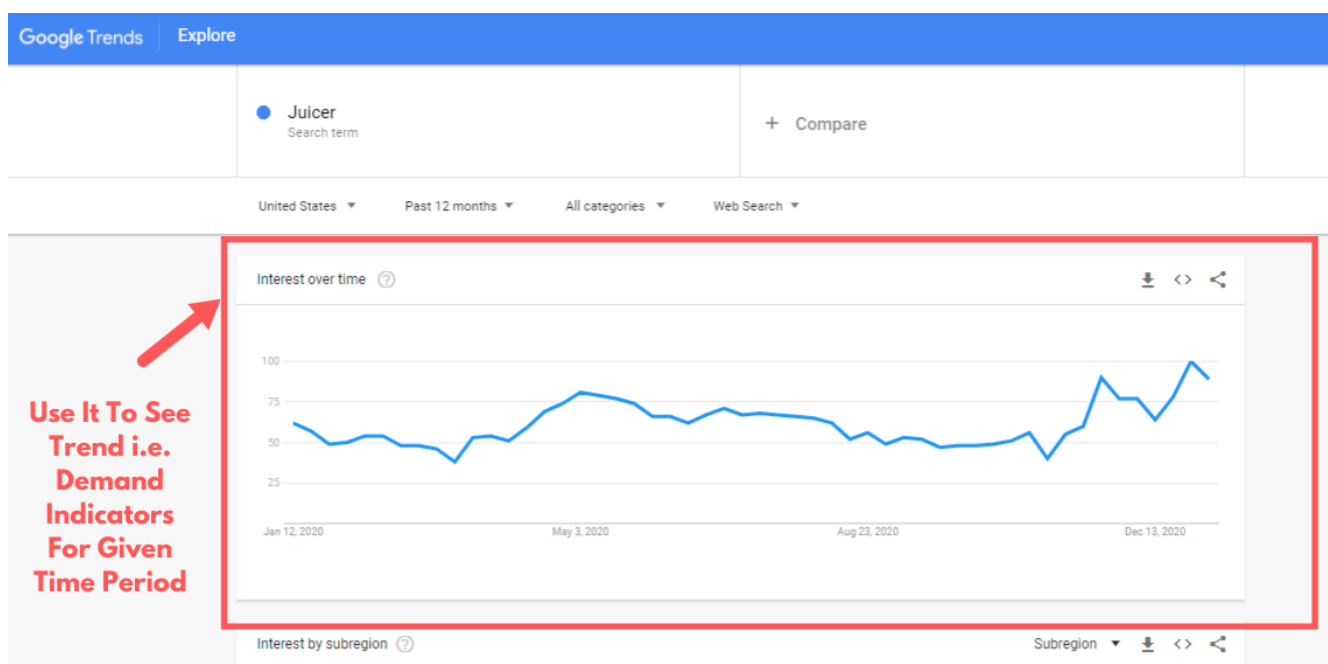
Image Credits

For eCommerce brands, targeting these queries can be especially rewarding. Given that the user has already consumed enough content about the product and is searching specifically to find a product with certain qualities, conversions become natural.

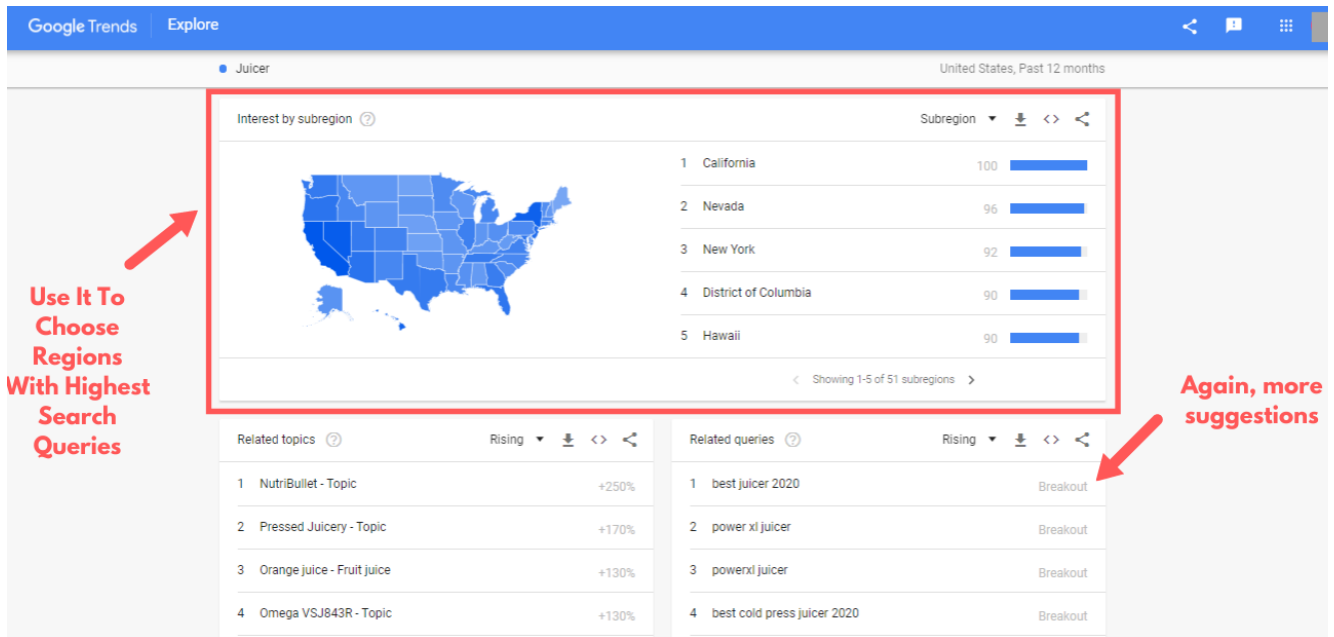
#4 Build Keyword Buckets/Groups

The next step is to build 'keyword buckets' on the basis of 'intent categories' as people prefer running multiple campaigns based on the search intent they are looking for. This also helps in targeting different user demographics, region-based marketing, and ad spending budgets.

It is equally important to know the demand patterns for running campaigns successfully. Most ecommerce stores will be aware of the demand if they are selling the product for a long time. But if you are new to the business or into dropshipping, you may use any of the tools mentioned above. Google Trends can help you out as it also provides you with the trend history as well as run correlation analysis with other terms:



You can also find out the regions which show maximum interest for your product if you are looking to specifically target them. You will also find a few keyword suggestions here as well:



An Example Of Building A Keyword Bucket/Group:

To build relevant ad groups/buckets, you need to have a spreadsheet that contains all the keyword suggestions combined with the SEO metrics to build these buckets. Here, I will be using the report that I had exported from Google Keywords Planner, but you can use the report from any tool of your choice. Have a closer look here:

Keyword Stats 2021-01-12 at 15_27_49

Keyword	Currency	Avg. monthly searches	Competition	Competition (indexed value)	Top of page bid (low range)	Top of page bid (high range)	Ad impression share	Organic impression share	Organic average position	In account?	In plan?
juicer	INR	500000	High	99	1.41	3.92					
juicer machine	INR	50000	High	100	1.26	2.99					
slow juicer	INR	5000	High	100	2.40	49.45					
best juicer	INR	5000	High	100	2.97	13.35					
cold press juicer	INR	5000	High	100	2.47	49.35					
lemon squeezer	INR	5000	High	99	1.40	2.72					
juice maker	INR	5000	High	100	1.18	5.89					
philips juicer	INR	50000	High	100	1.06	2.97					
sujata mixer	INR	50000	High	100	1.74	4.70					
masticating juicer	INR	500	High	100	1.73	49.49					
juicer mixer	INR	50000	High	100	1.21	24.59					
juice extractor	INR	500	High	100	1.39	6.60					
sujata juicer	INR	5000	High	100	0.99	4.96					

As you can see, various data like the CPC and competition are listed here. Other SEO tools might give you a lot more analytical datasets, but we will stick with this one since we want to have an overview. A popular method of building these buckets is to target low CPC and high search volume terms. You just need to apply both value-based filters in the respective columns.

	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P
	Keyword	Currency	Avg. monthly searches	Competition	Competition (indexed value)	Top of page bid (low range)	Top of page bid (high range)	Ad impression share	Organic impression share	Organic average position	In account?	In plan?	Searches: Dec 2019	Searches: Jan 2020	Searches: Feb 2020	Searches: Mar 2020
230	tomato juicer	INR	5000	Low	29	1.27	14.15									
231	cold presser	INR	5000	Low	24	1.45	15.94									
232	fresh juicer	INR	5000	Low	21	1.31	16.80									
233	nutripress	INR	50	Low	4	1.68	180.53									
234	cane juicer	INR	500	Low	20	3.36	22.56									
235	juicer for beetroot	INR	50000	Low	26	0.71	26.37									
236	juice juicer	INR	5000	Low	30	1.32	27.15									
237	best juicer under 100	INR	50	Low	32	2.97	3.09									
238	juicer near me	INR	5000	Low	6	2.56	35.08									
239	grape juicer	INR	5000	Low	33	2.19	4.30									
240	juicer company	INR	500	Low	32	1.93	5.96									
241	fast juicer	INR	5000	Low	14	10.27	53.13									
242	fresh press juicer	INR	50	Low	24	1.56	6.04									
243	green juicer	INR	5000	Low	20	36.33	73.39									

In the below image, you can see that we have further refined our selection to find four ideal keywords with a search volume of at least 5000, having low competition, lower CPC values. Other tools will also give you an opportunity to add many more filters, like displaying only long-tail keywords. Remember, you should make multiple buckets for efficient spending and targeting.

This is one of the many ways of making keyword buckets, and you will need to spend a decent amount of time before you excel at this. You may also take a good quality course or mentoring as this crash course won't be covering every strategy in-depth. However, it will surely give you sound operating proficiency so that you don't get confused midway. Have a look at our results:

	A	B	C	D	E	F	G	H	I	J	K	L	M
	Keyword	Currency	Avg. monthly searches	Competition	Competition (indexed value)	Top of page bid (low range)	Top of page bid (high range)	Ad impression share	Organic impression share	Organic average position	In account?	In plan?	Searches: Dec 2019
3	tomato juicer	INR	5000	Low	29	1.27	14.15						
4	cold presser	INR	5000	Low	24	1.45	15.94						
5	juicer for beetroot	INR	50000	Low	26	0.71	26.37						
6	grape juicer	INR	5000	Low	33	2.19	4.30						
234	fresh juicer	INR	5000	Low	21	1.31	16.80						
235	nutripress	INR	50	Low	4	1.68	180.53						
236	cane juicer	INR	500	Low	20	3.36	22.56						
237	juice juicer	INR	5000	Low	30	1.32	27.15						
238	best juicer under 100	INR	50	Low	32	2.97	3.09						
239	juicer near me	INR	5000	Low	6	2.56	35.08						
240	juicer company	INR	500	Low	32	1.93	5.96						
241	fast juicer	INR	5000	Low	14	10.27	53.13						
242	fresh press juicer	INR	50	Low	24	1.56	6.04						
243	green juicer	INR	5000	Low	20	36.33	73.39						

This is how all your buckets and campaigns fit together to create the entire threshold of your account.

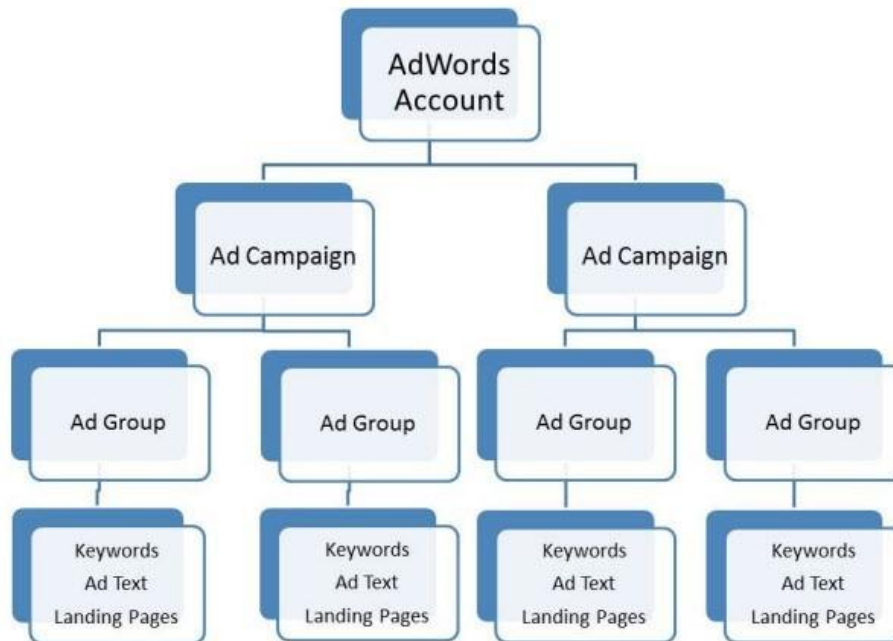


Image Credits

Try to keep it logical and avoid any fancy or strange groupings, as the thumb rule to success in SEO or SEM strategies is that they should be based on common sense. These groups should also be based on an intent from your end that may be higher conversion rates, CTR or low competition, and performance as a cluster. You should be clear about the purpose behind creating the ad group, and it should ideally have a single KPI.

#5 Running your eCommerce brand's ad campaign

This is the core part of running your SEM campaign: participating in the ad auction. Well, this is where everything starts turning tricky as your ads auction evaluates each bidder and then decides the final pricing on a real-time basis. You can get a higher position among the paid results despite paying less money than other bidders, while you can also end up downwards even after paying a significantly higher amount. You don't need to be confused as I will explain the basic framework so that you can be more confident with it.

Why does Google charges for the same ad vary for different users?

Google applies the same logic to paid advertisements like the organic results: May the most relevant answer win! It will not display your ad to every user searching for your target keyword. Instead, it will evaluate your advertisement and display it only when it matches the user intent. It tries to justify the placement of ads above the organic results so that when a user clicks on them, they aren't annoyed. If the users start feeling that these ads aren't worthy of their time or, in the worse case, completely irrelevant, they will stop clicking on ads completely. This will, in turn, make its ad revenue disappear in thin air. To be specific, advertising brings in 83.3% of Alphabet's (the parent company of Google) entire revenue.

How does Google ad auction work?

Now that you clearly know why your advertisement's quality matters, let us now understand the 'Quality Score.' Google assigns your quality scores depending on factors like your CTR, relevancy of a keyword against the ad group, and the quality of your landing page. The ad copy also plays a significant role in determining your ad's quality score, while your Google Ads account's overall performance is also one of the determining factors. A higher-quality score gives you better positioning at lower prices and improves your ROI considerably.



Image Credits

Statistically, having a high quality score helps you tremendously in consistently getting better visibility at cheaper prices:

Impact on Cost Per Conversion

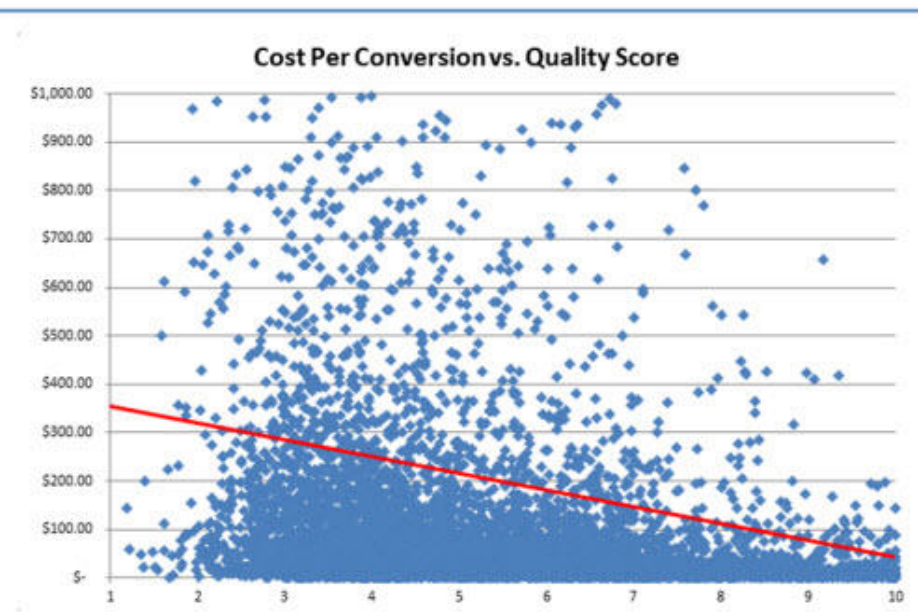


Image Credits

Next comes your Ad Rank. It is the product of your CPC bid and the quality score. You have to input the maximum amount you are willing to pay for the potential clicks. But don't worry as they are not the final pricing. Now, it is favorable to have a high Ad Rank. It means that both higher bidding amounts and quality scores are desirable.

HOW DOES GOOGLE DETERMINE WHICH AD IS SHOWN WHERE?

Once you are entered into the auction, Google looks at two key factors to determine where your ad ranks: your **maximum bid** and your **quality score**.

AD RANK

The best combined **CPC Bid x Quality Score** gets the best position:

=

CPC BID

This is the maximum bid you specify for your keyword.

×

QUALITY SCORE

This is a metric to determine how relevant and useful your ad is to the user (components are CTR, relevance, and landing page). The higher your quality score, the better.

Image Credits

The Google Ad Auction will use the highest Ad Rank as the base consideration. The first bidder has a maximum quality score, and they incur the minimum costs. The final pricing is determined by the formula:

Your Actual Price = (The Ad Rank of the person below you/ your quality score) + \$0.01

Refer to this table to see an example of how this formula actually works in reality:

	MAX BID	QUALITY SCORE	AD RANK	ACTUAL CPC
ADVERTISER 1	\$2.00	10	20	$16/10 + \$0.01 =$ \$1.61
ADVERTISER 2	\$4.00	4	16	$12/4 + \$0.01 =$ \$3.01
ADVERTISER 3	\$6.00	2	12	$8/2 + \$0.01 =$ \$4.01
ADVERTISER 4	\$8.00	1	8	HIGHEST CPC

YOUR PRICE = THE AD RANK OF THE PERSON BELOW YOU / YOUR QUALITY SCORE + \$0.01

Image Credits

Thus, it's not the deepest pockets that will help you win; it's your ability to serve the users that puts you ahead in Ad Auctions. The payment is made through various calculation models, but PPC (pay per click) is the most widely used payment model. Other models include Cost per action (CPA)/Pay per Action/Acquisition (PPA), where the advertiser pays per the desired action completed like impressions/clicks/form submission. Next comes the Cost Per Lead (CPL)/Pay Per Lead (PPL) model, where you need to pay only when you get a qualified lead. Generally, it is a user providing their information explicitly through a form. The Cost Per Impression (CPI) model, also known as Cost Per Milli (CPM)/Pay Per Impression (PPI), charges you per 1,000 impressions.

For instance, with a CPM of \$5 and 2 million impressions,

$2,000,000/1,000 = 2,000$ units

you have to pay 2000 units x \$5 = \$10,000.

Note that here 'M' stands for milli, i.e., 1000 and not million.

You can also run Google Maps marketing to target mobile users.

You don't need to mug up these terms as they are all interrelated. Learning one will help you understand all others, and you can start with PPC as it is used extensively across the industry. [How To Run My First Google Ad Campaign](#)

Now let's see how you can run your ad campaign.

First of all, enter the keyword(s) you are planning to target.

Google Ads | Keyword plan

SEARCH REPORTS TOOLS & SETTINGS BILLING

Keywords ideas

Grouped ideas

Plan overview

Ad groups

Keywords

Locations

START WITH KEYWORDS

START WITH A WEBSITE

Enter products or services closely related to your business

Juicer + Add another keyword

Enter a domain to use as a filter

https://yoursitename.com

GET RESULTS

Exclude adult ideas ADD FILTER 1,231 keyword ideas available

Keyword (by relevance)	Avg. monthly searches	Competition	Ad impression share	Top of page bid (low range)	Top of page bid (high range)	Account status
------------------------	-----------------------	-------------	---------------------	-----------------------------	------------------------------	----------------

Refine keywords BETA

EXPAND ALL

Brand or Non-Brand

You should also enter the URL of your website as it will help filter the items that you aren't offering on your web store currently. It is a good practice to tally the product availability through your [inventory management software](#) before running ads to avoid any mishaps.

Also, I would like to bring to your attention that you might want to figure out any negative keywords that you should avoid. They are enlisted beside the 'Forecast' tab:

Metrics For Given Keyword

Clicks	Impressions	Cost	CTR	Avg. CPC	Avg. Position
3.9K	67K	₹50K <small>Daily Budget: ₹2K</small>	5.7%	₹13	1

Metrics For Given Keyword

Keyword ↑	Avg. monthly searches	Competition	Ad impression share	Top of page bid (low range)	Top of page bid (high range)	Account status
juicer	100K - 1M	High	-	₹1.41	₹3.92	

Here, they are telling users that they might want to use a proper tool to run their campaign and it is totally worth doing so.

Keyword Planner can be used to generate keyword ideas, but it doesn't guarantee improved performance. You're responsible for your keyword choices and for complying with our advertising policies and any applicable laws.

In the plan overview section, you will find additional details regarding the chosen keyword:

Plan overview

Your plan can get **3.9K** clicks for **₹50K** and a **₹46** max. CPC

Clicks	Impressions	Cost	CTR	Avg. CPC	Avg. Position
3.9K	67K	₹50K <small>Daily Budget: ₹2K</small>	5.8%	₹13	1

Keywords

Keyword	Cost	Clicks	Impressions
Juicer	₹50,129.49	3,899	94,548

Forecasts over the next year

4K

An overview of your proposed campaign

Plan overview

3.9K 67K ₹50K 5.8% ₹13 1 + Add conversion metrics

Keywords

Keyword	Cost	Clicks	Impressions
Juicer	₹50,129.49	3,899	94,548

Forecasts over the next year

4K

Devices

Mobile phones Tablets Computers

Locations

Top states

Maharashtra	13%
Uttar Pradesh	12%
Gujarat	7%
Haryana	7%
Tamil Nadu	6%
Other locations	38%

More details about your target keyword

Once you are satisfied, hit the 'Create Campaign' button, and you are all set to run your campaign using the pricing model of your choice!

Plan settings | Plan name: Plan from Jan 12, 2021, 12 PM, ... | Locations: India | Language: All languages | Search networks: Google | Next month: Feb 1 - 28, 2021

Forecast Summary: Your plan can get **3.9K** clicks for **₹50K** and a **₹46** max. CPC

Clicks	Impressions	Cost	CTR	Avg. CPC	Avg. Position
3.9K	67K	₹50K <small>Daily Budget: ₹2K</small>	5.8%	₹13	1

Buttons: **CREATE CAMPAIGN**, **RATE THIS FORECAST**, **Add conversion metrics**

Keyword	Ad group	Max. CPC	Clicks	Impressions	Cost	CTR	Avg. CPC
Juicer	Ad group 1	₹46.00	3,899.13	67,446.45	₹50,102.69	5.8%	₹12.85

1 - 1 of 1

Keyword Planner can be used to generate keyword ideas, but it doesn't guarantee improved performance. You're responsible for your keyword choices and for complying with our advertising policies and any applicable laws.

You will need to input your ad copy and submit a target URL that can be your website's homepage, a product page, or a landing page for a special deal/sale offer.

You can go for automated bidding or choose to do it manually. For beginners, automated bidding works just fine, but as you gain an understanding of AdWords, you can make the transition to the manual bidding process. It will require you to use SEO tools and Keyword Planner, as shown above, but it's truly worth it.

Bid The most you're willing to pay for a click on your ad.

AdWords automatically sets your bids to help you get as many clicks as possible within your budget.

We recommend having AdWords automatically set your bids to start out.

I'll set my bids manually

Save **Cancel**

To decide how the audience sees your ad, Google will ask you to select a match type that determines how to show your ad for relevant search queries that might describe your product.

The different methods of 'Keyword Match' are as given below:

Broad Match: In this case, Google will consider terms that are similar in nature, have variations like singular/plural form, synonyms, and misspelled words. This exposes your ads to maximum people, but this isn't ideal if you are running on a tight budget.

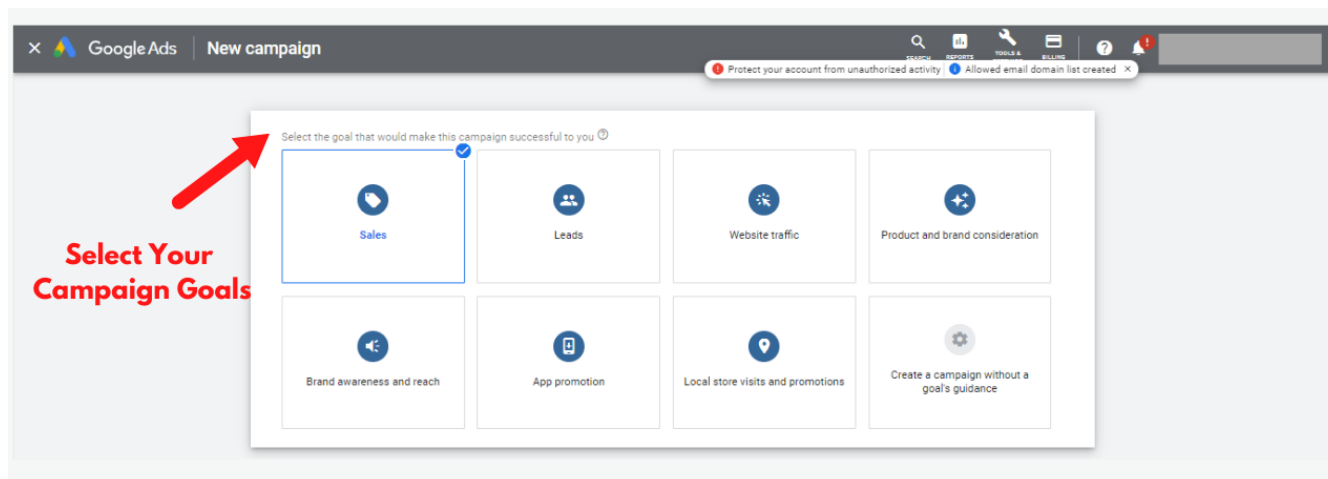
Broad Match Modifier: By putting the '+' sign before a keyword/phrase, your advertisement is displayed only for the queries that contain your desired term. For instance, if you select '+cold press juicer' as your target keyword, your ad will be displayed for 'big cold press juicer' or 'orange cold press juicer' but not for 'best centrifugal juicer.'

Phrase Match: This increases the bar further as you get better control over your ad visibility. Using this option will display your ad only when the search query is entered in the desired order. For 'Best juicer under 2500', the ad won't display for '2500 and below price juicer.'

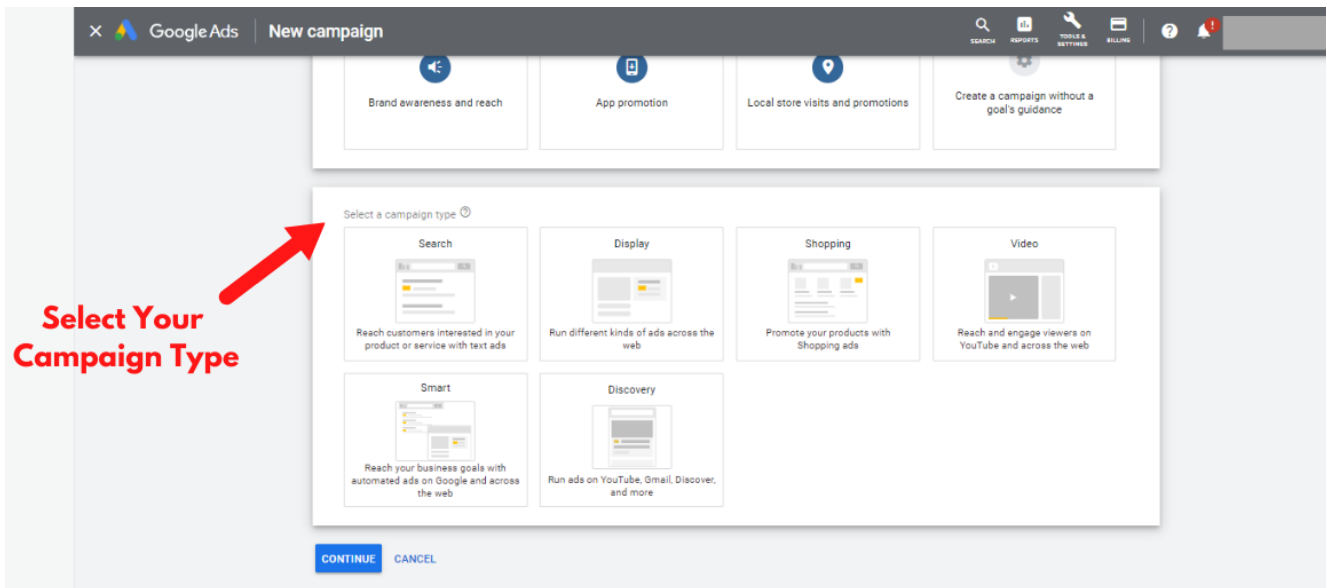
Exact Match: This option limits your visibility to only exact matches, as the name indicates. The reach is minimum for most of the cases, but I recommend going for it. Since you are in full control, it will give you time to learn about the system without pumping a lot of money into the process. You can later switch to the more 'relaxed matches' depending on your skills and available budget.

You should also enter negative keywords for your campaign when you don't want to appear on the SERP for a given search query. For example, if someone inputs 'top 10 worst juicers' as their query, you wouldn't like to display your ad.

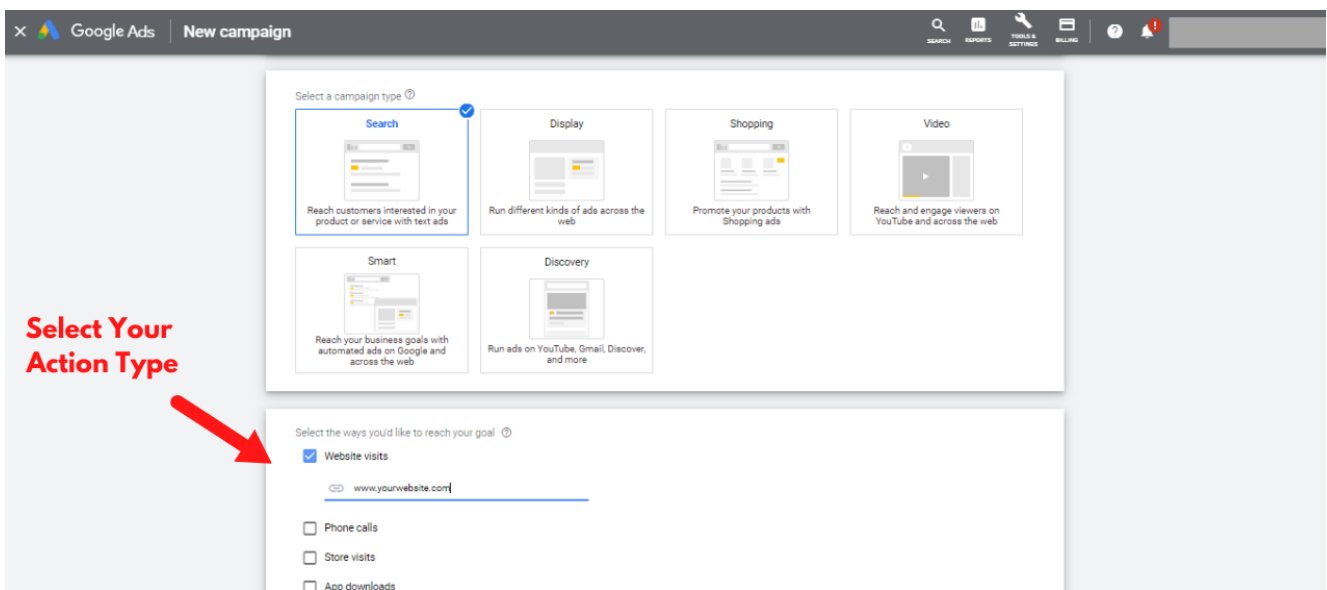
Next select your campaign goals:



Now, enter the campaign type:



Select your desired action:



Google will ask you to create an Ad group and assign your budget:

Your estimated expenses

Set up an ad group

Ad group type: Standard

Ad group name: Ad group 1

Keywords: juicers, juicer machine, best juicer, fruit juicer, juicer price, vegetable juicer, small juicer, cheap juicer, juicers for sale, best juicer to buy, juicer maker, orange juicer, juice extractor, buy juicer

Daily estimates

Clicks/day	Cost/day
1,245	\$50,000.00

Avg. CPC: \$40.11

Daily budget: \$50,000.00/day

Create Your Ad Group

Paste your ad copy in the next screen:

Ad group: Ad group 1 Keywords: juicers, juice extractor, citrus juicer, orange juicer, fruit juicer, vegetable juicer, best juicer + 18 more

Text ads

Responsive search ads

Final URL: www.yourwebsite.com

Headlines

Descriptions

Ad URL options

Preview

Headline 1 | Headline 2 | Headline 3

Description 1, Description 2

Enter Ad Copy

Previews

Now you just need to review your ad details and you're ready to hit the publish button!

#6 Google remarketing ads for eCommerce stores

Google retargeting or remarketing is one of the best-paid marketing methods as it 'targets the previous visitors' that landed on your website. Remember, a vast majority of the traffic that lands on your website is never going to return, and getting them itself is a tough journey in the first place. If you have a considerable inbound traffic flow, you can use these retargeting ads to maximize your returns.

Usually, buyers surf multiple websites before making a purchase. This phenomenon is known as window shopping, and it often leads to cart abandonment- the biggest nightmare of the ecommerce industry. If they have registered as a customer on your website, you can easily send them emails known as the cart abandonment series, but this method comes in handy when they haven't registered yet.

Google adds a code snippet known as tag or pixel that's dropped to your visitors' browsers in the form of cookies. It is used later to show retargeting ads through the user ids. You should have a clear understanding of your web store's 'audience' and be able to create 'segments' for running the remarketing campaigns. Other important parameters are intent signals and visitor engagement patterns. Remarketing is essentially behavioral marketing, so it requires us to have a thorough knowledge of behavior-based profiling and analytics tools, which happens to be Google Analytics by default in most cases.

As an ecommerce store, you would be willing to target users who browsed particular products and show ads that pick up the interaction right from where they left it. This will require setting up audiences and run campaigns that show only relevant ads without being annoying over a time period. You can also advertise special offers depending upon your marketing and advertising plan.

You can create audiences using Google AdWords tracker, activity sequences, goal completion, event-based, or even import audiences from Google Solutions Gallery. Affinity category method is used for stable, long term behaviors, while In Market method is used for relatively shorter patterns. You will have to set custom combinations, use frequency caps, and test various components like the ad copy, landing page, and overall audience segment to get the best value out of it.

While seasoned professionals should run these ads, I have given you a bird's eye view of the whole retargeting principles and a couple of strategies over here.

#7 Bing, Yahoo! and AOL ads for online stores

This screenshot shows a Bing search for 'Juicer'. The search bar at the top contains the word 'Juicer' and the Microsoft Bing logo. Below the search bar are navigation tabs for ALL, IMAGES, VIDEOS, MAPS, NEWS, and SHOPPING. The search results show 79,600,000 results. The top result is an advertisement for Amazon India, titled 'Juicer - Up to 40% off Select Items | amazon.in'. A red arrow points to the 'Ad' label next to the URL. Below the ad are several organic search results from Amazon.in and Flipkart.com. To the right of the search results is a knowledge panel for 'Juicer' with a Wikipedia link and a section for 'People also search for' which includes images and labels for Kitchen utensil, Blender, Corkscrew, Chinois, and Whisk.

This screenshot shows the Bing Shopping results for 'Juicer'. The search bar at the top has 'Juicer' and the Microsoft Bing logo. The 'SHOPPING' tab is selected and highlighted with a red box. On the left side, there are filters for BRAND (The Body Shop), PRICE (₹ 556 - ₹ 1999), and SELLER (Myntra, Hamleys). The main area displays three product cards: 'THE BODY SHOP Strawberry, Pomegranate & Aloe Sustainable Lip J...' for ₹ 556.00, 'Comdaq Waffle And Juicer Set' for ₹ 1,999.00, and 'THE BODY SHOP Lip Juicers - Kiwi, Kale & Watermelon 4 g' for ₹ 590.00. Below the product cards is an advertisement for Amazon India, titled 'Juicer - Up to 40% off Select Items | amazon.in'. A red arrow points to the 'Ad' label. To the right of the ad is a 'Buy Now' button. Another red arrow points to an 'Ads' icon in the top right corner of the shopping results area.

Well, we won't be covering these sections in-depth as both Bing and Yahoo! have a combined market share of 9.5%. Yahoo is number one in Japan, though. It's sort of a hotchpotch when it comes to these search engines as Yahoo! is a rebadged version of Microsoft Bing, and it is owned by Verizon Media. Now Verizon Media also owns AOL, the old-time sweetheart of search engines. AOL is one of the Google partners, and it's managed with the help of a white-labeled version of Google AdWords.

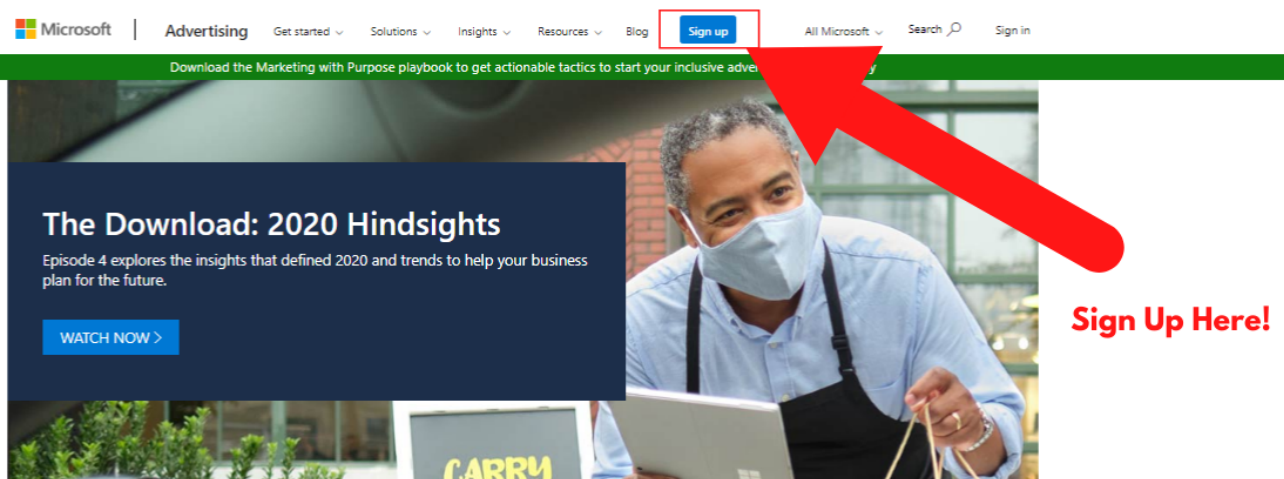
However, DuckDuckGo is a rising name in the search engine industry with a market share of 2.3%, thanks to its privacy-first policies. It uses an algorithm with **400+ parameters** and other search engines too. All of this being said, that's still 1/10th of the total market.

The good news is that you can use any of the SEO tools mentioned above to get the search volumes for them. But don't worry, as you can use Bing's Webmaster tools to run advertisements across Bing, Yahoo, and AOL. Bing uses the same SEO ranking factors as Google, and its paid marketing also runs on a similar model to determine the quality score and the effective pricing. Thus, the same PPC strategies are going to work in this case at large. Also, you can directly import the data from AdWords to run your Bing campaigns with a few tweaks. Its Webmaster tools aren't as great as Google, but you can still go for it to cover the rest of the market.

Okay so enough of theory let's hop on to the practical portions.

How to run my eCommerce ad on Bing?

If you don't already have your account on Bing Ads, sign up and create an account. You will need to verify that you are the legitimate owner of your site so follow the steps mentioned over there.



The screenshot shows the Microsoft Advertising website. The navigation bar includes the Microsoft logo, 'Advertising', and several menu items: 'Get started', 'Solutions', 'Insights', 'Resources', 'Blog', 'Sign up', 'All Microsoft', 'Search', and 'Sign in'. A red box highlights the 'Sign up' button, and a large red arrow points from it towards the right side of the page. Below the navigation bar, there is a green banner with the text 'Download the Marketing with Purpose playbook to get actionable tactics to start your inclusive adve...'. The main content area features a video player titled 'The Download: 2020 Hindsight' with a 'WATCH NOW >' button. To the right of the video player, there is a red text label 'Sign Up Here!'.

Powerful network. Powerful benefits.



Enter your details.

Bing ads

Create Account Import/Create Campaign Go Live

Welcome to Bing Ads

To get started, tell us what email address you want to use to sign in to Bing Ads.

Select the option that's best for you ?

Use an existing email address

Check availability

Create a new email address

Fill The Details

And some more details.

bing ads

Create Account **Import/Create Campaign** Go Live

One more step! Before your advertising campaign can go live, you need to add a form of payment.


First, choose the country/region of your billing address and your billing options. Then, click Next and add your payment information.

Country/region ? Australia

Billing options ? Choose...

How you pay: payment setting	What you pay with: payment method
Postpay	Credit or debit card
Prepay	Check/bank transfer

Next **Skip**



Create Account
Import/Create Campaign
Go Live

Just a little more info - Before we create your account, we need a few more details.

Microsoft account

You are currently signed in as: ██████████@gmail.com

[Sign out](#) if you want to use a different Microsoft account, and we'll take you to the Bing Ads sign-up page.

Bing Ads account info

Company name

First name

Last name

Email

Business phone

Country or region

Language

Currency

Time zone


Agreements

Send me marketing information about Bing, search advertising, search tips, and webinars from Bing Ads. (You can always unsubscribe.)

By clicking **Create Account**, you agree to the [Bing Ads Terms and Conditions](#).

Create Account

To go live, add a few more basic details:



Create Account
Import/Create Campaign
Go Live

One more step! Before your advertising campaign can go live, you need to add a form of payment.

First, choose the country/region of your billing address and your billing options. Then, click Next and add your payment information.

Country/region

Billing options

How you pay: payment setting	What you pay with: payment method
Postpay	Credit or debit card
Prepay	Check/bank transfer

Next

Skip

And now your account is all set!

The image shows two screenshots from the Bing Ads interface. The top screenshot is the account setup page, and the bottom screenshot is the Research Keywords tool.

Top Screenshot: Bing Ads Account Setup

Navigation: Home, Campaigns, Reports, Opportunities, Tools, Import Campaigns

Welcome!
By creating a Bing Ads account you've taken the first step in reaching new customers through online advertising. Just a few more things to do and you're on your way.

Get Started

Using Google AdWords? You can take a shortcut by importing your campaigns.
[Import From Google AdWords](#)

No AdWords account? Just click below and we'll walk you through setting up your campaign.
[Create Your 1st Campaign](#)

Have a coupon you'd like to use? [Redeem it!](#)

Need help?

Free Setup Support
1800 030 716

Keep in Mind...

You choose your budget.
You can spend a little or a lot. Bing Ads lets you set a budget and helps you stick to it.
[Learn more](#)

Ads are shown for free.
You only pay when your ad is clicked. Better yet, you determine how much you want to pay for that click.
[Learn more](#)

You're always in charge.
You can change your budget, stop or start your campaign, or make other changes any time.
[Learn more](#)

Bottom Screenshot: Research Keywords Tool

Customer: N/A > Research Keywords >

Research Keywords

Keywords connect you with your target audience to bring more customers to your site

Query

Account: [Dropdown]

Keywords: Find keywords related to a word or phrase [Dropdown]

Enter keywords, one per line

Advanced targeting options:
English, United States, Desktops and Laptops, 30 suggestions per keyword, Show brand names

[Search](#)

Keywords

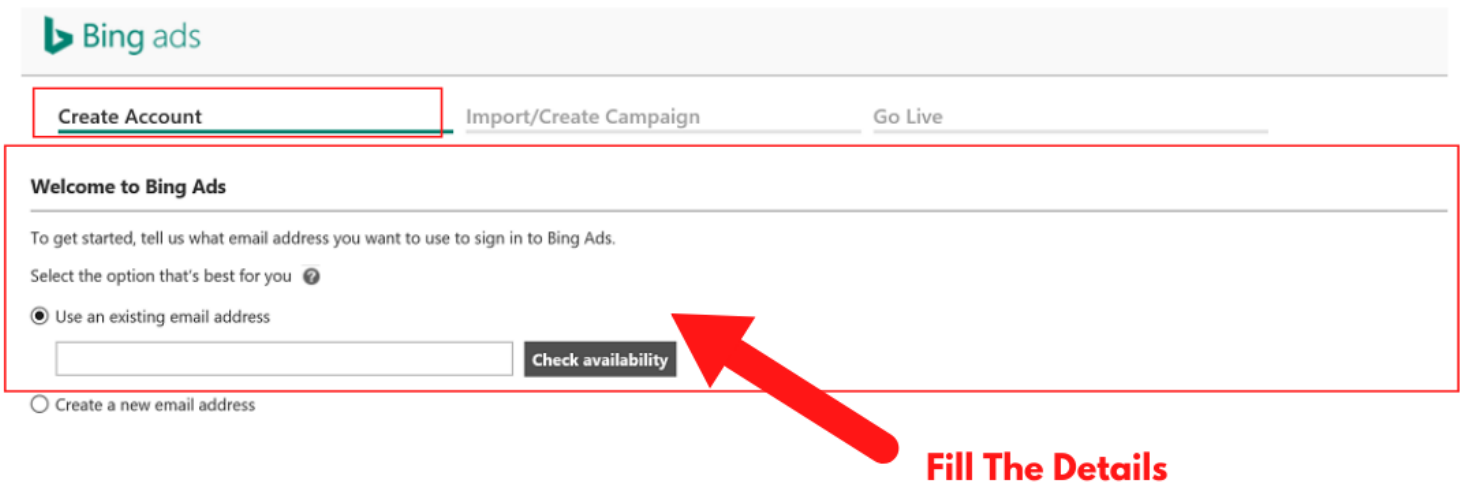
[Add Keywords](#) | [Export](#) | Columns

<input type="checkbox"/>	Keywords	Last Month Searches	Impr.	Clicks	CTR (%)	Avg. CPC	Spend
You haven't added any keywords yet. To get started, enter some keywords to generate suggestions.							

Campaign [Dropdown] | **Ad group** [Dropdown]

Keyword	Type	Bid (GBP)
---------	------	-----------

Next you have an option to import the data from Google AdWords which you would definitely like to go ahead with.



Bing ads

Create Account | Import/Create Campaign | Go Live

Welcome to Bing Ads

To get started, tell us what email address you want to use to sign in to Bing Ads.

Select the option that's best for you ?

Use an existing email address

Check availability

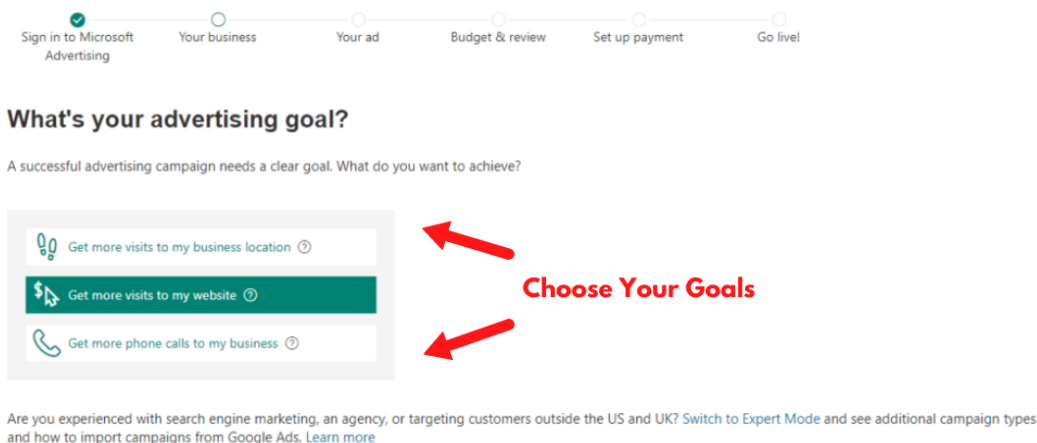
Create a new email address

Fill The Details

The rest of the things are pretty similar to Google AdWords. If you import the data from the latter, you will just need to fill up details for certain fields like CPC, audience, and location. During the import, these fields are automatically stripped off by Microsoft. Also, the CPC for Bing remains at least half of Google due to its lesser market share.

Now they have recently created smart campaigns.

Microsoft Advertising Smart Campaigns



Sign in to Microsoft Advertising | Your business | Your ad | Budget & review | Set up payment | Go live!

What's your advertising goal?

A successful advertising campaign needs a clear goal. What do you want to achieve?

Get more visits to my business location

Get more visits to my website

Get more phone calls to my business

Choose Your Goals

Are you experienced with search engine marketing, an agency, or targeting customers outside the US and UK? [Switch to Expert Mode](#) and see additional campaign types and how to import campaigns from Google Ads. [Learn more](#)

Enter the basic campaign information:

Microsoft Advertising Smart Campaigns

What is your product or service?

Telling us the products and services you offer helps us show your ads to the right people. We suggest including at least 3-5 products or services.

Language of your ads:
English

What products or services do you want to advertise?

Select... x
 asian antiques x
 chinese arts crafts x
 + Add product or service

Suggestions for you:

+ japanese art + traditional japanese art + chinese art wall decor + oriental antique dealers
 + asian cuisine + japanese art materials + contemporary chinese art + japanese art paintings
 + asian collectibles + antique chinese furniture + vintage japanese art + chinese art appraisers
 + asian style + introduction japanese cuisine + japanese art supplies

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Estimated number of potential customers
6,913 people per month
 This is an estimate of how many people search for these products or services on the Microsoft Advertising Network in your selected locations.

Input Keywords

Estimated Reach

Keyword Suggestions

Now you can input your creative copy. Follow the same copywriting and SEO principles as you would like to do for Google.

What's your budget?

10.00 USD per day
 310 USD monthly maximum

Estimated performance
1,520 - 4,052 monthly impressions
456 - 1,216 monthly clicks
 These are estimates based on businesses with similar ad settings and budget.

Enter Your Budget Here

Estimated Results

What you need to know about budgets

1. Your budget tells Microsoft Advertising how much you're comfortable spending on this campaign per day.
2. Your actual spend per day might be more or less than this number.
3. However, each month, you won't spend more than this number multiplied by the number of days in the month.
4. You can change your budget at any time.

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#8 Amazon ads for online sellers

The screenshot shows the Amazon India search results for 'juicer'. The top navigation bar includes the Amazon logo, user account options, and a search bar containing 'juicer'. Below the search bar, there are navigation links for various categories and a 'Great Republic Day Sale' banner. The search results show 1-48 of over 20,000 results. On the left, there are filters for Amazon Prime, Delivery Day, Department, Avg. Customer Review, and Brand. The main product listing is for a 'HUROM One Juicer, Endless Recipes' with a 'Sponsored' label and a red arrow pointing to it. Below the listing are 'Shop by price' filters and a carousel of various juicer models.

Since you are into ecommerce, advertising your products on Amazon should definitely be on your cards. It is the ultimate platform for businesses to sell their goods online, and you can also advertise your products on Amazon. In this portion, we will cover the basics of Amazon Ads for ecommerce businesses.

To begin with, you will need to be onboard its selling platform through Amazon Seller Central or as a vendor (Amazon invites these sellers exclusively.) Now there's a whole bunch of plans and models for selling on Amazon or using FBA separately, but we will consider only advertising as it falls under the scope of this SEM course. Once you log in to your Amazon account, you can start advertising over there.

The ads are mainly divided into three types:

Headline Search Ads

Amazon Sponsored Product Ads

Amazon Product Display Ads

They are placed on high visibility areas of the Amazon website, and they're displayed when a user enters a search query for their desired products. You have to follow the same principles as search engines work on, i.e., keywords, phrases, and negative keywords that you might want to exclude. Amazon faced \$0.10 as the minimum amount for bidding on any keyword, and you need to build keyword buckets like in the prior cases.

Like search engines, you will need to input ad copies, but here you need to ensure that they are short, simple, and sellable- they need to be to the point. You can also go for bidding around your competitors' brands as it is one of the time tested tactics. Overall, the process is quite similar, but you should use a proper SEO tool like Ahrefs or any other one of your choice to get the correct search volumes.

#9 Blog ads for niche eCommerce stores

Blog ads or third-party advertising could be an effective way of advertising your products, especially if you are dealing in a niche market. For rare products, running a campaign on a niche website/blog will help you get a refined, quality audience that's more likely to convert and needs lesser efforts. In this case, you will have to reach out to the site owner or their marketing directly via email.

Usually, these blogs share their pricing models over email conversations, and you can also get discounts on bulk deals. Nonetheless, you will require to put in active efforts to find the best suitable blogs for your products or even approach influencers if they are running a successful blog in your niche.

Pro Tip: Use Hunter(.)io to find the publicly available emails for any given website. You can add it as a Chrome extension, and you can also integrate it with Google Sheets.

The Google CDN (Content Delivery Network) also allows you to run your ads on the blogs and sites registered with Google AdSense. You can configure the settings in AdWords for choosing how to run your campaign across the gigantic CDN.

Putting It Together

If you made it till here, take a moment and congratulate yourself! I have covered most of the basics that you will need for search engine marketing in my crash course. No doubts, there's a lot more to it, but this crash course will definitely help you understand what SEM is all about. We have gone through the terms used in SEM as well as covered the processes with examples to make this step-by-step guide truly actionable.

Paid marketing should be viewed as an investment just like organic visibility efforts, and you're going to get much more control in this case. Also, do let me know if we need to add any other section over here in case you felt that it would help our fellow readers. If you liked this free ebook, do show your love and share it with your friends who might find it useful. As an ecommerce store, you will surely benefit from SEM in 2021 and the days to come.

Useful Resources:

Resource 1: [Search Engine Marketing \(SEM\): How to Do It Right | WordStream](#)

Resource 2: [What Is Search Marketing? \(searchengineland.com\)](#)

Resource 3: [What is SEM? And How It Benefits Your Business Marketing](#)

Resource 4: [What is SEM \(Search Engine Marketing\)? | BigCommerce](#)

Resource 5: [Search Engine Marketing \(SEM\): What Is It and Why Is It Important to Small Businesses \(oberlo.in\)](#)

Related Articles:

Article 1: [Dropshipping Ultimate Guide | Tips | Hacks | List - Orderhive](#)

Article 2: [Outsmart your eCommerce rivals - Orderhive](#)

Article 3: [How to Scale Your eCommerce Business \(orderhive.com\)](#)

Article 4: [Easy ways to boost your self-funded eCommerce business \(orderhive.com\)](#)

Article 5: [Best eCommerce Platforms for Small Businesses - Orderhive](#)



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