

SEARCH ENGINE MARKETING

Cheat Sheet

An SEM campaign is not just about creating ads on Google or Bing. There is an intense thought process and groundwork that make for a successful, measurable SEM campaign. To streamline this process, we have created a simple, four-step methodology – **the FAST Approach**.

F

Focus on Intent

Think like your target audience and give them what they want.

A

A/B Testing

A/B test for better user experience and measurable results.

S

SEO

Optimize your website for successful online campaigns.

T

Tracking

Track everything and use the data for better user targeting.

SEM CAMPAIGN SAMPLE WEEKLY CHECKLIST

WEEK 1

	YOU	COMPETITOR #1	COMPETITOR #2	COMPETITOR #3
Mobile-friendly website (Y/N)				
SEO Audit (Key Indicators)				
1) Speed Test (click for link)				
2) Flagged/spam content (Y/N)				
3) Socially active (Y/N or frequency per week)				
4) Clear content structure (Y/N)				
5) Local Google Business Page (Y/N)				
Clear CTA (Y/N)				
Organic position				
Organic click-through rate				
Organic traffic avg. time on page				
Organic conversion rate				
Ad click-through rate				
Ad traffic avg. time on page				
Ad conversion rate				