

Unit Title: **Search Engine Marketing**



Unit Credit Value:	5
Unit Level:	Three
Unit Guided Learning Hours:	32
Ofqual Unit Reference Number:	Y/505/1586
Unit Review Date:	31/12/2016
Unit Sector:	15.4 Marketing and Sales

Unit Summary

This unit will equip a learner with the necessary knowledge and skills to understand and implement a search engine pay per click campaign. They will learn how to select keywords and keyword phrases and propose a campaign to meet the objectives of a brief. They will consider factors such as target audience, location, best design practice for an ad, and use an analytics system to evaluate success.

Unit Information

It is expected that before the unit is delivered, the tutor will have read the Qualification Specification to ensure all conditions regarding Rules of Combination, delivery, assessment and internal quality assurance are fulfilled. Additional guidance is available below as Assessment Guidance for Learning Outcomes and Assessment Criteria in **bold**.

This unit has 3 learning outcomes

LEARNING OUTCOMES	ASSESSMENT CRITERIA
The learner will:	The learner can:
1. Understand how search engine marketing fits into the marketing objectives of a business	1.1. Distinguish between organic and paid search 1.2. Explain the benefits of a paid search ad to a business 1.3. Describe the processes of a paid search marketing campaign 1.4. Explain how location affects the success of a paid search ad 1.5. Explain how to optimise the location of paid search ads 1.6. Explain the factors to consider when planning a paid search marketing campaign for a business 1.7. Describe good practice for creating a paid search ad 1.8. Describe elements of an effective paid search ad destination
2. Understand the role of keywords and keyword phrases in a paid search marketing campaign	2.1. Distinguish between 'keyword' and 'keyword phrase' 2.2. Distinguish between 'exact' and 'broad' keyword and keyword phrases 2.3. Explain the considerations for selecting keywords and keyword phrases 2.4. Explain the purpose of different types of data provided by technology to measure success

LEARNING OUTCOMES	ASSESSMENT CRITERIA
The learner will:	The learner can:
3. Be able to run a paid search marketing campaign	3.1. Select keyword and keyword phrases for a paid search ad to meet requirements of a brief 3.2. Create a paid search advertisement to meet requirements of a brief 3.3. Identify refinements needed to an ad campaign as a result of data analysis 3.4. Evaluate the success of the campaign against the aims and objectives of a brief

Assessment Guidance

This unit does not require a learner to explain how search engines work, but they should be able to understand their central role in search engine marketing.

Paid search: paying for a more prominent position in search results.

Organic search: improving position in search results by optimising a web page (keywords, metadata etc.)

Learning Outcome 1

1.2 Benefits: control over budget and where ads appear, easy to change ad copy, iterative evaluation and refinement, etc.

1.3 Processes: identifying keywords, bidding, creating ads, creating a destination, evaluation (analysis, tracking etc.), keyword optimisation refinement.

1.4 Location: refers to both
 which websites/search results pages and
 where on the page the ad appears.

1.6 Factors: aims and objectives, target audience, message, cost, time, available skills and resources, accessibility, optimisation, competitors.

1.7 Good practice: URL, headline, call to action, use of key words, star rating/review summary.

1.8 Elements: bespoke landing page, content clearly relevant to promotion in ad, promotion prominent/highlighted, , regular updates.

Learning Outcome 2

2.3 Considerations: competitors, costs, target audience.

2.4 Different types of data: reports, statistics, metrics (click through rates (CTR), cost per click (CPC), cost per acquisition (CPA), cost per mile (CPM), cost per impression (CPI)).

Learning Outcome 3

LO3 must be evidenced through running one real world campaign.

3.2 Advertisement: message, text/copy, link. The learner is expected to create an ad that utilises the elements made available by the ad (server) format chosen such as; message, text/copy, link/URL, headline, review, image etc.

3.4 Evaluate: reports, metrics, analytics.

Delivery Requirements

Appropriate physical resources will be required in order to deliver and assess this unit.

Evidence Requirements

Evidence of practical ability must be demonstrated.