

Learn skills that earn, create value that lasts

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SEM Course Curriculum – Skill Kshetra, Hyderabad

Search Engine Marketing (SEM) Course in Hyderabad | AI-Powered Google Ads Training
Learn SEM and AI-powered Google Ads in Hyderabad. Skill Kshetra's SEM course covers PPC, YouTube Ads, PMax, tracking, and automation with real-time campaigns.

Search Engine Marketing (SEM) Training Curriculum

◆ Module 1: Introduction to SEM & PPC Advertising

- What is SEM and how it works in 2025
- Paid vs Organic – Understanding the difference
- Platforms: Google Ads, Bing Ads, YouTube Ads
- AI in SEM – Smart Bidding, Automated Campaigns
- Key Metrics: CTR, CPC, ROAS, Quality Score, CPA

◆ Module 2: Google Ads Account Setup & Interface

- Creating & Structuring Google Ads Account
- Navigating Google Ads Dashboard
- Billing, Payments & Account Security
- Linking with Google Analytics 4 & Search Console
- User Roles & Permissions

◆ Module 3: Keyword Research & Campaign Planning

- Types of Keywords: Broad, Phrase, Exact, Negative
- AI Tools for Keyword Discovery (SEMrush, Ubersuggest, ChatGPT)
- Keyword Match Types & Their Strategy
- Search Intent and Funnel Mapping
- Creating Keyword Clusters with AI
- Competitor Keyword Research & Ad Copy Spy

◆ Module 4: Search Ads Campaign Creation (Google)

- Campaign Goals & Campaign Types

- Ad Groups, Headlines & Descriptions (Responsive Ads)
- Dynamic Keyword Insertion (DKI)
- Extensions: Sitelink, Callout, Structured Snippets
- Smart Bidding: tCPA, tROAS, Maximize Conversions
- AI Tools for Writing High-Performance Ads

◆ **Module 5: Display Ads & YouTube Ads**

- Display Network Strategy & Setup
- Banner Design Principles (with Canva & AI)
- Targeting: Audience, Interests, Custom Segments
- YouTube Video Ads – Skippable, Non-Skippable, Discovery
- Video Ad Creation using AI Tools (Pictory, Lumen5, InVideo)
- CPV Bidding, YouTube Retargeting, Channel Promotions

◆ **Module 6: Performance Max Campaigns (PMax)**

- Introduction to Performance Max
- When & How to Use PMax for ROI
- Asset Groups, Creative Optimization with AI
- Audience Signals, Location Targeting, Budget Allocation
- Tracking Performance: What Works, What Doesn't
- Differences from Standard Campaigns

◆ **Module 7: Shopping Ads & Merchant Center Setup (Optional)**

- Setting Up Google Merchant Center
- Product Feed Creation & Optimization
- Shopping Campaigns Setup
- Free Listings vs Paid Product Ads
- Local Inventory Ads for Physical Stores
- Troubleshooting Feed Errors

◆ **Module 8: Conversion Tracking & Remarketing**

- Setting Up Google Tag Manager (GTM)
- Conversion Actions: Forms, Sales, Calls
- Enhanced Conversions & GA4 Integration
- Retargeting Strategies for High ROI
- Dynamic Remarketing Campaigns
- Custom Audiences, Lookalike & Affinity Targeting

◆ **Module 9: AI-Powered SEM Tools & Automation**

Exclusive AI Module for Skill Kshetra Students

- ChatGPT for Ad Copy Variants
- AdCreative.ai for Banner and Video Creatives
- PPC Ad Templates using Jasper or Writesonic

- Campaign Optimization Checklists with AI Prompts
- Automation using Zapier + Google Ads API
- Google Ads Scripts & Budget Control Tools

◆ **Module 10: Campaign Optimization & Scaling**

- A/B Testing: Headlines, Audiences, Ad Formats
- Ad Schedule & Device Adjustments
- Geo & Demographic Bid Modifications
- Budget Scaling Strategies
- Reducing Wasted Spend using Search Terms Report
- Performance Review & Reporting Techniques

Capstone Project & Certification

- Launch Live Search + Display Campaign
- Run a Full-Funnel Campaign: Awareness to Conversion
- Analyze ROI & Generate Client-Style Reports
- Skill Kshetra SEM Certificate
- Job Interview Preparation + Freelancing Starter Kit

✓ **Key Features of the SEM Course**

- ✓ AI Tools in Every Module
- ✓ Live Budget Campaigns with Tracking
- ✓ Google Ads Certification Support
- ✓ Free Tools & Templates Included
- ✓ Online + Classroom SEM Training in Hyderabad