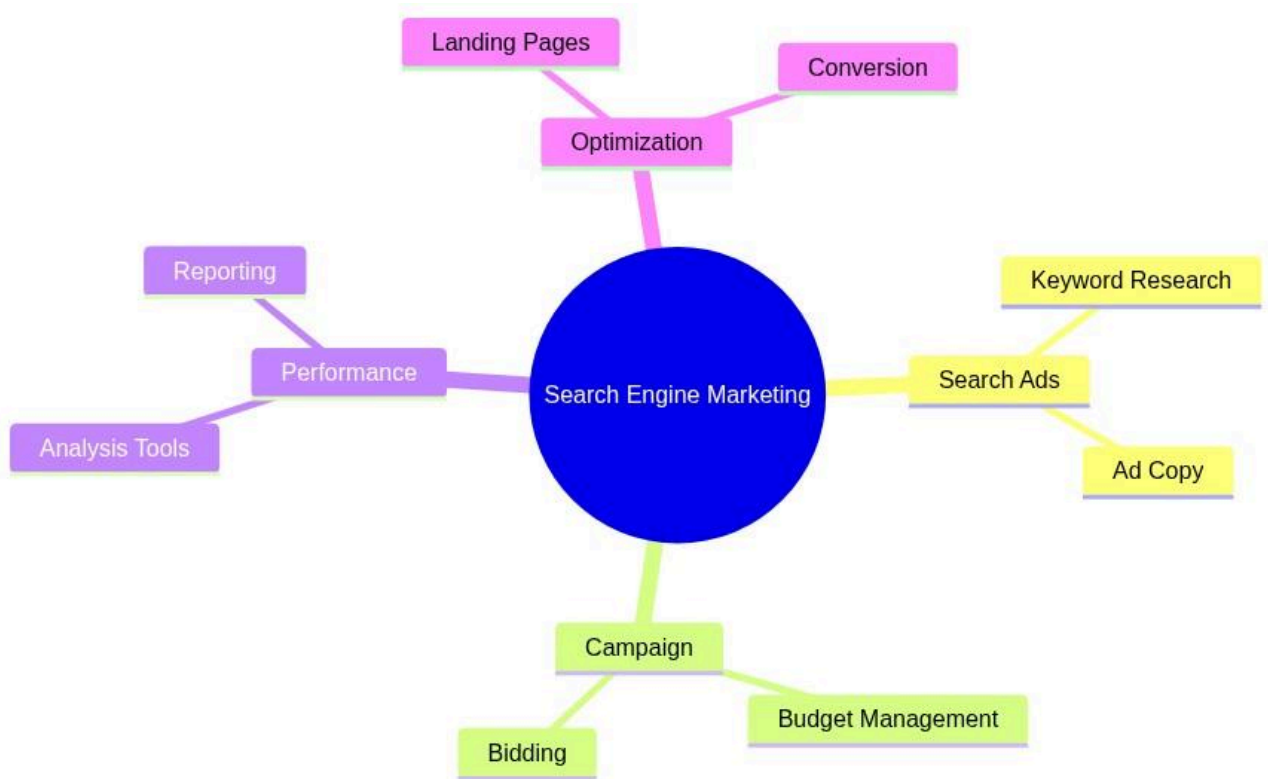


Online Advertising

# Search Engine Marketing



```
mindmap
  root((Search Engine Marketing))
    Search Ads
      Keyword Research
      Ad Copy
    Campaign
      Budget Management
      Bidding
    Performance
      Analysis Tools
      Reporting
    Optimization
      Landing Pages
      Conversion
```