

AdGoroo offers a 30-45 minute webinar for intermediate users of SEM Insight. These webinars take place every other Wednesday at 2PM (Central Time Zone/Chicago).

You can register for a webinar by visiting this page:

http://www.adgoroo.com/sem_insight_help_center.php#Webinars

During the webinar, every participant's phone will be muted. Questions can be asked at any time typing them into the **Question** box in the webinar application. Questions can only be seen by the webinar organizer.

The following topics will be covered during the webinar:

1. Creating/Saving Filters
 - a. Create filters in reports to see the exact data you want
2. Chart Display Options
 - a. Customize charts for use in presentations
3. Show Missing Keywords
 - a. See the keywords that an advertiser is not advertising on
4. Top Ads Report
 - a. See ads that have a high estimated CTR
5. Tornado Report
 - a. See a visual representation of missed opportunities
6. Keyword Research
 - a. Advanced strategies for finding your competitor's keywords
7. Saved and Scheduled Reports
 - a. Have reports emailed to you automatically
8. Campaign Alerts
 - a. See alerts that tell you how your campaign is performing
9. Manage Alerts
 - a. Have preformatted reports emailed to you
10. Changing your password
11. Integrating with AdWords
 - a. Integrate SEM Insight with AdWords to see actual campaign performance data
12. Creating Sub-Accounts
 - a. Create accounts for multiple websites/advertisers
13. Creating Guest Accounts
 - a. Create Sub-Accounts that can't access the admin functions of your main account