

SEM INSIGHT NEW USER WEBINAR

Every Tuesday at 2PM (Central Time Zone/Chicago), AdGooroo offers a 45-60 minute webinar for new users of SEM Insight.

You can register for a webinar by visiting this page:

http://www.adgooroo.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 webinar organizer.

The following topics will be covered during the webinar:

1. Overview and Data Collection Methodology
2. Keyword Group Setup
 - a. Best Practices
 - b. Budget Analyzer
3. Basic Navigation in SEM Insight
 - a. Toolbar buttons
4. Advertiser Detail Report (PPC)
 - a. Show Keywords Tab
 - b. Show Ads Tab
 - c. Overview Tab
5. Keyword Detail Report (PPC)
 - a. Overview Tab
 - i. Chart Options
 - b. Show Keywords Tab
 - c. Show Ads Tab
6. Group Detail Report (PPC)
 - a. Coverage and Rank Comparison
 - b. Show Keywords
 - c. Common Phrases
7. Executive Overview (PPC)
8. Tornado Report (PPC)
9. Compare Advertisers (PPC)
10. Keyword Research
11. PPC vs Natural Report
12. Advertiser Detail Report (SEO)
 - a. Show Keywords Tab