



Article Side

Increase Your Presence on the Web through Adwords Training in Jaipur by [Vickey Hill](#)

Article published on January 6th 2012 | [Customer Service](#)

SEM training in Jaipur helps you to learn Search Engine Marketing (SEM), which can be done in two major ways i.e., paid effort and organic effort. SEM training in Jaipur includes PPC (Pay per Click) training and adwords training in Jaipur to carry out the paid efforts of SEM. While, Search Engine Optimization (SEO) training is required for the organic effort used for Search Engine Marketing. SEM training and PPC training in Jaipur requires a lot of money and time and there are a lot of institutes in Jaipur that offer SEM training, PPC training, adwords training and bidding training.

PPC training, along with SEM training Jaipur, has become popular because it is a money generating effort. Through PPC training in Jaipur you can offer PPC or CPC i.e. Cost per click facility to a website which is a good source of marketing that website on the web. The concept of PPC is that you position the ad of your website on someone else's website or on the search engines like Google, Bing, Yahoo, etc. When someone clicks on that website link, the website on which you placed your ad gets paid for the same. PPC training in Jaipur helps in directing traffic towards your site and the site which allows you to position your ad, earns money in this process. PPC being a very lucrative form of web promotion PPC training in Jaipur has become popular and many training institutes are offering PPC training in Jaipur. SEM training in Jaipur is preferred over SEO training because the search results produced by PPC training are immediately visible while you have to wait for the SEO to work for months for it to show the results.

Adwords is another form of attracting search engine users to your site. Therefore, institutes offer SEM training Jaipur along with adwords training in Jaipur. Under adwords training in Jaipur, you are taught how to promote your site by paying certain fee to the search engines every year. These search engines place your website on the top search result when the related keywords are searched for.

Apart from adwords training in Jaipur, one must also carry out bidding training in Jaipur because for placing your website on the top search result, the search engines use the bidding model. Under bidding training in Jaipur, you are taught how the search engines bid to place a website and also at what position, when a particular keyword is being searched for. Bidding training in Jaipur acquaints you to bid for the relevant keywords used by your prospective client to land on your website. Bidding training in Jaipur enables you to use a bidding system rather than charge a fixed price system used by content sites. Bidding training in Jaipur also safeguards the search engine from abuses like click fraud used by fraud web developers.

Article Source:

<http://www.articleside.com/customer-service-articles/increase-your-presence-on-the-web-through-adwords-training-in-jaipur.htm> - [Article Side](#)

[Vickey Hill](#) - About Author:

We at www.seotrainingjaipur.com provide the best SEM training Jaipur. We offer cumulative SEM training in Jaipur which includes Bidding training, Adwords training and PPC training, or you may choose from these courses for individual training also.

Article Keywords:

SEM training Jaipur, PPC training Jaipur, Adwords training Jaipur, Bidding training Jaipur

You can find more [free articles](#) on [Article Side](#). Sign up today and share your knowledge to the community! It is completely FREE!