

GOOGLE ADWORDS TRAINING

Generate a [group quote](#) today



COURSE LENGTH: 1.0 DAYS

Google Adwords is the fastest way to get your company's website on the first page of Google; the most widely used search engine on the planet. This Course teaches you the best ways to use the Adwords platform, how to improve your Quality Score, reduce your cost-per-click (CPC) and increase your click-through-rate (CTR).

This course teaches you the following: keyword research, using the basic Adwords Interface, understanding what "Quality Score" is, how to set up a new campaign, the basics of ad copy writing, understanding the bidding process, creating basic reports and other best practices in running your ad campaigns using the Adwords interface.

This comprehensive training course is available across the U.S., including Atlanta, Austin, Baltimore, Birmingham, Boston, Charlotte, Chicago, Dallas, Houston, Jackson, Los Angeles, Manhattan, Miami, New York, Orlando, Philadelphia, San Antonio and Seattle.

GOOGLE ADWORDS TRAINING COURSE OUTLINE

FOREWORD

Learn what to do and what not to do with your Google Adwords™ campaigns so that you get the most out of your advertising dollars. This course will show you some of the best practices related to running ad campaigns using the Adwords interface.

Delivered by a professional internet marketing consultant with over 8 years of experience using Adwords™, this course teaches you how to create new leads and generate traffic to your website.

Don't start an Adwords™ campaign without first attending this insightful course aimed at teaching you how to improve your Click-Through-Rate (CTR) while reducing your Cost-per-Click (CPC).

OUTCOMES

- ▶ Learn How to Conduct Relevant Keyword Research
 - ▶ Know How to Use the Basic Adwords Interface
 - ▶ Learn the Importance of "Quality Score"
 - ▶ Understand the Structure of an Ad Campaign
 - ▶ Be Able to Set Up a Campaign
 - ▶ Be Able to Set Up an Adgroup
 - ▶ Know How to Write an Ad
 - ▶ Understand the Basics of Ad Copy Writing
 - ▶ Experience the Bidding Process
 - ▶ Create a Basic Report
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MODULES

Lesson 1: Introduction

- ▶ Introduction
- ▶ Personal learning goals of each participant
- ▶ Plan and structure for the day

Lesson 2: Creating and Testing Ads

- ▶ How to Create an Ad
- ▶ Introduction to Split Testing
- ▶ Creating Multiple Ads
- ▶ Monitoring Ads

Lesson 3: Overview of Adwords Basics

- ▶ Introduction to Adwords Keyword Tool
- ▶ Setting Search Options
- ▶ Understanding Keyword Results
- ▶ Basic Adwords Overview

Lesson 4: Introduction to Bidding for Keywords

- ▶ Introduction to the Bidding Process
- ▶ How to Use QS to Reduce CPC
- ▶ Bidding for Keywords
- ▶ Monitoring Non-Performing Ads

Lesson 5: Using Adwords Interface

- ▶ Introduction to Adwords Interface
- ▶ Introduction to Campaign Hierarchy
- ▶ Introduction to Campaign Settings
- ▶ Create a Campaign
- ▶ Create an Adgroup

Lesson 6: Enhancing Your Ads Effectiveness

- ▶ Introduction to Extensions
- ▶ How to Use URL Extensions
- ▶ Tips on Mobile Marketing
- ▶ Things to Avoid in Adwords

Lesson 7: The Impact of Your Quality Score

- ▶ What is Quality Score (QS)
- ▶ Impact of QS on Bids
- ▶ QS and Writing Ads
- ▶ QS and Destination Pages

Lesson 8: Wrapping Up

- ▶ Words from the Wise
- ▶ Parking Lot
- ▶ Action Plans and Evaluations

WEB LINKS

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- ▶ [View this course online](#)
 - ▶ [In-house Training Instant Quote](#)