

GOOGLE ADWORDS TRAINING

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COURSE LENGTH: 1.0 DAYS

Google Adwords™ uses Search Engine Marketing (SEM) or Pay-Per-Click (PPC) to advertise. Companies use Good Adwords™ to enhance their visibility, and attract new customers. The Google Adwords™ Training Course teaches you how to use the Google Adwords™ platform more accurately to achieve the maximum benefit from it.

The PD Training Google Adwords Training course provides an understanding of the Adwords interface, ways to improve advertisement placement using appropriate keywords and tested strategies that will help you improve your Quality Score, reduce your cost-per-click (CPC) and increase click-through-rate (CTR).

The significant and extensive course is conducted across New Zealand, including Auckland, Christchurch and Wellington.

Please click the In-House Training tab to receive a free quote for courses delivered at your preferred location.

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: Overview of Adwords Basics

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

Lesson 2: Using Adwords Interface

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

Lesson 3: 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 4: Creating and Testing Ads

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

Lesson 5: 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 6: Enhancing Your Ads Effectiveness

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

WEB LINKS

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