

GOOGLE ADWORDS TRAINING

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COURSE LENGTH: 1.0 DAYS

Search Engine Marketing (SEM) or Pay-Per-Click (PPC) advertising with Google Adwords™ is a great way to guarantee your business can be found on page one of a Google search. Well written ads and landing pages can help your business by increasing online sales and attracting potential customers who are searching for your products or services.

In this Google Adwords training course, you will learn how to efficiently conduct relevant keyword research and generate Google AdWords campaigns that increase traffic, grow leads, improve your website's rank on various search engines such as Google, Yahoo!, Bing, etc, and outshine your competitors. We will also review some of the best practices and reveal tested strategies that will help you improve your Quality Score and reduce your cost-per-click (CPC).

Now available throughout Hong Kong, this Google Adwords training course can be done with our expert local or international trainers at your chosen venue and schedule.

Click on the In-house tab below to generate an instant quote.

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

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