



GDA
Global Digital Academy

The Digital Marketing
and Data Analytics Hub

GOOGLE ADWORDS

CERTIFICATION COURSE

India's premium Digital Marketing Academy for Job Seekers,
Entrepreneurs, Corporates and Marketing Professionals

Google
Partner



GOOGLE ADWORDS

Google AdWords Overview

- ▶ Understanding inorganic search results
- ▶ Introduction to Google Adwords & PPC advertising
- ▶ Overview of Microsoft Adcenter (Bing & Yahoo)
- ▶ Setting up Google Adwords account
- ▶ Understanding Adwords account structure
 - ▷ Campaigns, Adgroups, Ads, Keywords, etc
 - ▷ Types of Advertising campaigns- Search, Display, Shopping & video
 - ▷ Difference between search & display campaign

Understanding Adwords Algorithm

- ▶ How does Adwords rank ads
- ▶ Understanding Adwords algorithm (adrank) in detail with examples
- ▶ What is quality score
- ▶ Why quality score is important
- ▶ What is CTR?
- ▶ Why CTR is important?
- ▶ Understanding bids

Creating Search Campaigns

- ▶ Types of Search Campaigns - Standard
- ▶ All features, dynamic search & product listing
- ▶ Google merchant center.
- ▶ Creating our 1st search campaign
- ▶ Doing campaign level settings
- ▶ Understanding location targeting
- ▶ Different types of location targeting
- ▶ What is bidding strategy?
- ▶ Understanding different types of bid strategy
 - ▷ Manual
 - ▷ Auto
- ▶ Advanced level bid strategies
 - ▷ Enhanced CPC
 - ▷ CPA

GOOGLE ADWORDS

- ▶ What are flexible bidding strategies?
- ▶ Understanding flexible bidding strategy
- ▶ Pros & Cons of different bid strategies
- ▶ Understanding ad-extensions
- ▶ Types of ad-extensions
- ▶ Adding ad-extensions in our campaign
- ▶ Creating adgroups
- ▶ Finding relevant adgroups options using tools
- ▶ Creating adgroups using tool
- ▶ Understanding keywords
 - ▷ Display vs text
 - ▷ Finding relevant keywords
 - ▷ Adding keywords in ad-group
 - ▷ Using keyword planner tool
 - ▷ Understanding types of keywords
 - ▷ Broad, Phrase, exact, synonym & negative
 - ▷ Examples of types of keywords
 - ▷ Pros and cons of diff. types of keywords
- ▶ Creating ads
 - ▷ Understanding ad metrics
 - ▷ Display & destination URL
 - ▷ How to write a compelling ad copy
 - ▷ Best & worst examples of ads
 - ▷ Creating ads

Tracking Performance/Conversion

- ▶ What is conversion tracking?
- ▶ Why is it important
- ▶ How to set up conversion tracking
- ▶ Adding tracking code in your website
- ▶ Checking conversion stats

Optimizing Search Campaigns

- ▶ How to optimize campaigns at the time of creation?
- ▶ Optimizing campaign via adgroups
- ▶ Importance of CTR in optimization
- ▶ How to increase CTR
- ▶ Importance of quality score in optimization
- ▶ How to increase quality score
- ▶ Importance of negative keywords in optimization

- ▶ Evaluating campaign stats
- ▶ Optimizing with conversion report
- ▶ Optimizing with keywords
- ▶ Optimizing performing keywords
- ▶ Optimizing non performing keywords
- ▶ How to decrease CPC
- ▶ Analyzing your competitors performance

Creating Display Campaign

- ▶ Types of display campaigns- All features, Mobile app, Remarketing, Engagement
- ▶ Creating 1st display campaign
- ▶ Difference in search & display campaign settings
- ▶ Doing campaign level settings
- ▶ Understanding CPM bid strategy
- ▶ Advance settings
- ▶ Ad-scheduling
- ▶ Ad-delivery
- ▶ Understanding ads placement
- ▶ Creating diff. adgroups
- ▶ Using display planner tool
- ▶ Finding relevant websites for ads placement
- ▶ Creating text ads
- ▶ Creating banner ads using tools
- ▶ Uploading banner ads

Optimizing Display Campaign

Other Opportunities

- ▶ Mobile Ads
- ▶ Video Ads
- ▶ Track & Measure view through conversions

Remarketing

- ▶ What is remarketing?
- ▶ Setting up remarketing campaign
- ▶ Creating Remarketing lists
- ▶ Advanced Level list creation
- ▶ Custom audience

Landing page optimization

- ▶ Call to actions
- ▶ Importance of UI/ UX Design

Why Google Adwords?

Pay Per Click (PPC) is an advertising tool used by businesses to reach their audience through sponsored ads on search engines and other websites. With the help of PPC ads, you have the ability to reach the correct demographic, and in turn increase the returns on your investment.

PPC training course will offer you all the necessary skills and expertise required to reach your paid marketing objectives. The course will cover PPC advertising exhaustively, with topics like initial comprehensive campaign setup, bidding and reporting, managing campaigns, landing pages, conversion tracking and other advanced PPC concepts. You will create a Google AdWords account and an AdWords campaign. You will refine and optimize aspects of your AdWords campaigns from ads, to keywords, to bidding, to budgets.

Who should join?

This course is designed for marketing professionals with basic end-user computing skills who will create and manage search ads, run pay-per-click search campaigns, and analyze and report on those campaigns with Google AdWords.

Google AdWords is the most powerful online advertising network, having multiple channels like Search, Display, Video, Mobile etc. Doing this course is a gateway to being an expert Digital marketer. Hence this course is most suited for:

- ▶ Aspiring Digital Marketer, who wants to gain an entry into digital marketing industry
- ▶ Digital Marketer, to master Google AdWords
- ▶ Traditional Marketer, to master online marketing techniques
- ▶ Entrepreneurs/ Business owner, for using Google advertising network to promote their business.

Benefits:

In this course, you will implement Google AdWords and create ad campaigns. You will create a Google AdWords account. Create an ad campaign. Optimize keywords for pay-per-click campaigns. Write effective ads for Google AdWords campaigns. Analyze and report campaign performance. Manage bidding and budgets.

This course prepares you for the Google AdWords Certified Professional Exams. After the completion of the course you need to qualify 2 of the AdWords certification exams to become an AdWords certified professional – the AdWords Fundamentals exam and one of the following: Search Advertising, Display Advertising, Mobile Advertising, Video Advertising, or Shopping Advertising.

Highlights:

- ▶ Classroom based Sessions
- ▶ Case Study based Course Material
- ▶ Research Based Internship
- ▶ Live Projects and Assignments
- ▶ 100% Placement Assistance
- ▶ Post Training Support
- ▶ Flexible Batches
- ▶ Industry recognized Certification Course

Short Term Courses Schedule

BATCH	DAYS	TIMINGS*	DURATION
Sunday Batch	Sunday	10:30 AM – 1:30 PM	4 Weekends
Saturday Batch	Saturday	10:30 AM – 1:30 PM	4 Weekends
Weekday Batch (Morning & Evening Batches)	Tue & Thur	7:00 AM – 8:30 AM	4 Weeks
		7:30 PM – 9:00 PM	

*Timings are flexible



INTERESTED? CONTACT US!



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