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Complete Google Adwords

Duration: 1 Day

Overview:

Aspect Training's Complete Google Adwords is a practical, hands-on training course aimed at anybody looking to use Google Adwords as an effective online marketing tool. Whether you are a small business person, agency account manager or even running campaigns for a large organisation, if you need to set up, manage and optimise Google Adwords paid search campaigns this is the course for you.

Upon completion of this course delegates will be able to plan, set up, manager and optimise Google Adwords campaigns for themselves or their clients.

Prerequisites:

Administration access to an active Google Adwords account is required for the duration of this course.

Course Topics:

Pay per Click background

Market Statistics

Overview of Google Adwords

What is AdWords

Pay Per Click vs Organic Listings

Search vs Content vs Site Targeting Listings

Account Creation

Google Account Structure

Billing

Campaign creation

Best Practices

Budgets

Targeting

Distribution

DayParting

Adgroup creation

Best Practices

Adgroup Structure

Keyword creation

Best Practices

Sourcing new Keywords

Ad text creation

Best Practices

Writing Ad Text

Reports

Creating Reports

Scheduling Reports

Understanding Reports

Adwords Editor

What is Adwords Editor

How can it help me work smarter