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Introduction to Google AdWords

Duration: 2 Days

Overview:

Aspect Training's Google AdWords course is designed to introduce you to the world of search engine marketing (SEM) and familiarize you with the Google AdWords tool. The AdWords Basic course will teach you how to leverage Google AdWords to best serve your online marketing needs. The unique feature of this Google AdWords training is that it includes hands-on interactive exercises empowering students to productively use Google AdWords on their own website right away. This Google AdWords class is targeted towards online marketers, media analysts, web analysts and business owners who want to promote their businesses using search engine marketing tools

Class Goals

- Learn fundamentals of search engine marketing.
- Learn step-by-step process for running online marketing campaigns in Google AdWords.
- Learn the key features and capabilities of Google AdWords.
- Learn to navigate through Google AdWords user interface.
- Learn how to setup accounts, Ad campaigns and Ad groups in Google AdWords.
- Learn key strategies and tools to build targeted keyword lists.
- Learn how to write Ads within Google AdWords.
- Learn how to track Ad performance within Google AdWords.
- Learn how to integrate Google Analytics with your Google AdWords account.
- Learn how to leverage Google Analytics features for optimizing your marketing initiative.

Prerequisites:

There are no prerequisites for this course.



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Course Topics:

Introduction to Online Marketing

Online Marketing Trends, A Historical Overview

Understanding Search Engine Marketing (SEM)

Advantages of SEM Over Other Marketing Methods
Snap-Shot of SEM Industry

Key Terminologies in SEM

Understanding SEM Lingo

Search Network
Content Network
PPC
CPC
Creative
Landing Page
Impressions
Click through Rate
Ad Rank
Quality Score

Getting Started With Google

AdWords

Introduction to Google AdWords

Scope of Google AdWords
Difference Between Google AdWords and Google AdSense

Navigating Google AdWords

Introduction to Old and New AdWords Interface

Google AdWords Setup

Understanding the Account Setup Process

Understanding Account Structure

Understanding Account Settings

Understanding AdWords Billing

Building Keywords Lists

Keyword Building Strategy

Creating Different Buckets of Keywords
Exploring Keyword Generation Tools
Understanding Keyword Match Type

Ad Campaigns in Google AdWords

Creating Ad Campaigns
Creating Ad Groups
Managing Ad campaigns and Ad groups

Creating Text Ads in Google AdWords

Key Strategies for Effective Ad Writing
Specifications for Ads Within AdWords

Tracking Ad Performance

Interpreting key Metrics
Testing Ad Performance
Generating Reports

Google Analytics and AdWords

Linking AdWords With Google Analytics

Leveraging AdWords Reports in Google Analytics

Filtering AdWords Related Data

Leveraging Goals and Funnels to Measure Conversion

Expanding Your Ad Horizon

Overview of Mobile Ads

Overview of Video Ads

Overview of Google Business Center

Optimization Techniques

Refining Your Keywords

Improving Conversion

Improving Quality Score