

Google AdWords Masterclass Training

The experienced trainers on our Google AdWords Masterclass course will give you the knowledge and skills to create a dynamic AdWords campaign - or to overhaul an under-performing operation.

We understand that some people want training in Pay Per Click marketing as a back up for a drop in organic rankings, and that others will want to start spending an AdWords budget right away. No matter what the scale of your campaign, you'll leave with the tools and techniques at hand.

Objective

After attending our 1-day AdWords Masterclass training course, you will be able to:

- Create an effective Google AdWords campaign
- Identify the most powerful keywords for your product or industry
- Understand what makes a good landing page
- Direct visitors to this landing page
- Track conversion rate in your AdWords campaign

Details

Duration: 1 Day

Who is this course for

Digital marketers and PPC team members who need to develop a working knowledge of Google AdWords to maximise campaigns and improve ROI. No experience with Google AdWords is required but we do ask that you set up an AdWords account and install the Google Analytics conversion tracking code on your website before attending. Please visit [Google AdWords](#) for instruction on setting up your own account.

Course Content

Overview

- The history of Google, and Google AdWords
- Using an existing or new Google AdWords campaign to identify areas of improvement
- Setting campaign goals and timescales

AdWords Settings

- Placement and content of Ads
- Partners and search
- Ad serving and rotation
- Setting a daily budget and maximum cost per click
- Language and locations

Understanding Keywords

- Exact keywords, broad keywords and keyword phrases
- Negative keywords
- Typos, combinations and plurals

Ad Text

- Use of creative content
- Dynamic keywords
- Testing, refining and reviewing

Tools and Techniques

- Diagnostic tools
- Google's Keyword Tool
- Website optimiser

Maximising Click-Through Rate

- Landing pages
- Content network
- Positioning
- Tight Ad Groups

Analytics and Conversions

- Data analysis and reports
- Setting and using KPIs