

INTRODUCTION TO GOOGLE ADWORDS

Available Dates: **Request Dates**

Class Length: **1 day**

Cost: **\$299**

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Class Outline:

Description:

This Google AdWords course is designed to introduce you to the world of search engine marketing (SEM) and familiarize you with the Google AdWords tool. This 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.

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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

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Ad Rank
Quality Score

Getting Started with Google AdWords

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Understanding Account Structure
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Specifications for Ads Within AdWords

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Leveraging AdWords Reports in Google Analytics
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Keywords Report
Filtering AdWords Related Data
Leveraging Goals and Funnels to Measure Conversion