Course duration

- 2 days

Course Benefits

- Learn fundamentals of search engine marketing.
- Learn step-by-step process for running online marketing campaigns in Google Ads.
- Learn the key features and capabilities of Google Ads.
- Learn to navigate through Google Ads user interface.
- Learn how to set up accounts, Ad campaigns, and Ad groups in Google Ads.
- Learn key strategies and tools to build targeted keyword lists.
- Learn how to write Ads within Google Ads.
- Learn how to track Ad performance within Google Ads.
- Learn how to integrate Google Analytics with your Google Ads account.
- Learn how to leverage Google Analytics features for optimizing your marketing initiative.
- Learn how to optimize your keywords list.
- Learn how to leverage dynamic keyword insertion in Google Ads.
- Learn how to optimize your Ad campaigns by using geo-targeting.
- Learn how to advertise on Google's Content Network.
- Learn how to optimize your Ads using advanced settings in Google Ads.
- Learn how to set up conversion tracking in Google Ads.
- Learn how to integrate and leverage Google Analytics with Google Ads.

Course Outline

1. Overview of Search Engine Marketing
    1. Understanding Search Engine Marketing (SEM)
        1. Snapshot of SEM Industry
        2. Advantages of SEM over Other Marketing Methods
    2. Introduction to SEM Terminologies
        1. Definitions and Significance of Important Parameters
    3. Organic vs Paid Traffic
    4. Marketing Plan 101
        1. Differentiate Your Services
        2. 4Ps of Marketing
        3. Target and Segment Your Audiences
        4. Understand your Customers Pain Points
2. Introduction to Google Ads
    1. Getting Started with Google Ads
        1. Step 1: Signing up for Google Ads
        2. Step 2: Set Time Zone and Currency

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        3. Step 3: Verify your account
        4. Step 4: Activating Your Account
    2. Navigating through Google Ads
        1. User Interface Elements
        2. Home Tab
        3. Campaigns Tab
        4. Opportunities Tab
        5. Reporting Tab
        6. Billing Tab
        7. My Account Tab
    3. Understanding Google Ads Account Structure
        1. Ads Account
        2. Campaign Level
        3. AdGroups Level
    4. Access Management
3. Working with Keywords
    1. Building Keyword Strategy
    2. Keyword Discovery and Keyword Research
        1. Keyword Discovery
        2. Keyword Research
    3. Leveraging the Google Keywords Tool
    4. Demo for the Google Keyword Tool
    5. Focusing and Targeting Keywords
        1. Broad Match
        2. Phrase Match
        3. Exact Match
        4. Setting up Negative Keywords
4. Writing Ads in Google Ads
    1. Writing Effective Ads in Google Ads
    2. Review of Google's Guidelines
    3. Understanding Google's Text-Ad Structure
5. Creating and Managing Your Ad Campaigns
    1. Creating Ad Campaigns
    2. Creating AdGroups
    3. Managing Campaign Settings
        1. How to edit, pause, delete, or resume a campaign?
6. Ads Reporting and Account Performance
    1. Reports
    2. Generating Reports in Google Ads
    3. Step 1: Select Campaign
    4. Step 2: Settings
    5. Step 3: Choosing Report Details
    6. Step 4: Activating Your Report
    7. Step 5: Template, Scheduling, and Email
7. Integrating Google Analytics with Google Ads
    1. Tracking Online Marketing Campaigns through Google Analytics
    2. Introduction to Ads Reports in Google Analytics

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        1. Overview of Report Structure
        2. Ads Campaigns Report
    3. Filtering Ads Related Data in Google Analytics
        1. Introduction to Custom Filters in Google Analytics

1. Advertising on Google's Display Network
    1. Understanding Google's Display Network
    2. How Does Advertising on the Display Network Work?
    3. A Few Things You Should Know About the Display Ads
    4. How to Leverage Content Network in Google Ads
    5. Automatic Placement
    6. Targeted Placement
2. Introduction to Google+ Local
    1. Overview of Location-based Ad Services
    2. How to Leverage Google+ Local
    3. Obtaining Insights from Google+ Local Dashboard
3. Optimizing Your Keywords Strategy for Ads
    1. Keywords Optimization Strategy
    2. Long-Tail vs Short-Tail Keywords
    3. Using Broad Match Modifiers
    4. Application Broad Match Identifier in Google Ads
    5. Keywords Diagnosis in Ads
    6. Optimizing Your Keywords Research
    7. Leveraging the Google Keyword Planner Tool
    8. Demo for the Google Keyword Planner
    9. Learning from Organic Keywords
    10. Introduction
    11. Implementing Dynamic Keyword Insertion
    12. How Dynamic Keyword Insertion Works
    13. Managing Case Sensitivity for Dynamically Inserted Keywords
    14. Application Dynamic Keyword Insertion in Google Ads
4. Optimizing Ads Campaigns
    1. Geographic Targeting in Google Ads
    2. What Is Geographic Targeting?
    3. How Google Offers Geo Targeting
    4. Implementing Geographic Targeting in Ads
    5. Application of Geo Targeting
    6. Inserting Your Address into Your Ad Copy
    7. Leveraging Ads Campaign Experiments
    8. Introduction to Experiments and Its Advantages
    9. Step 1: Setting Up an Experiment
    10. Step 2: Defining Parameters
    11. Step 3: Viewing and Changing Experiment Parameters
    12. Step 4: Starting and Stopping Your Experiments
    13. Step 5: Interpreting Experiment Data
    14. Application of Experiments
5. Optimizing Ads

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    1. Using Image Ads in Ads
    2. Getting Started
    3. Controlling Your Ad Delivery in Google Ads
    4. Ad Scheduling and Ad Delivery
    5. Application of Ad Scheduling
    6. Controlling Who Sees Your Ad
    7. IP Exclusion Tool
    8. Application IP Exclusion Tool
    9. Viewing Your Change History
    10. Ads and YouTube
    11. Showing Your Ads on YouTube
    12. Linking Your Ads on YouTube
    13. Ad Preview and Diagnosis Tool
    14. Leveraging the Ad Sitelinks in Ads Ads
6. Conversion Tracking in Google Ads
    1. Why to Track Conversions and How Conversion Tracking Works
    2. Implementing Conversion Tracking in Google Ads
    3. Setting up a New Conversion in Ads
    4. Validating Conversion in Ads
    5. Enabling the Conversions Report in Ads
7. Leveraging the Ads Report in Google Analytics
    1. Tracking Online Marketing Campaigns through Google Analytics
    2. Overview of Ads Metrics
    3. Application of Ads Metrics
    4. Measuring Campaign Performance in Google Analytics
    5. Day Parts Report
    6. Application of the Day Parts Report in Google Analytics
    7. Destination URLs Report
    8. Keyword Positions Report
    9. Application of the Keyword Positions Report in Google Analytics

Class Materials

Each student will receive a comprehensive set of materials, including course notes and all the class examples.

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