Course Content

Course Description:

In today's technologically connected society, people have access to information almost everywhere they go on a variety of devices. All strong marketing campaigns should incorporate some form of search engine advertising. Google AdWords™ is a search engine advertising tool that allows individuals and organizations to advertise on the Internet. Google AdWords is the most popular search engine advertising tool and operates on the largest connected set of networks, Google's networks. Google AdWords is simple to start using but is difficult to master. AdWords campaigns have many components that must work together well to create an effective ad campaign. Managing an AdWords campaign involves constant monitoring, analysis, and refinement to improve campaign performance. In this course, you'll create a Google AdWords account and an AdWords campaign. You'll create both text and image ads, and target campaigns to specific audience segments by using advanced AdWords features. You'll refine and optimize all aspects of your AdWords campaigns from ads, to keywords, to bidding, to budgets.

At Course Completion:

Students will be able to:

- Create a Google AdWords account.
- Create ad campaigns.
- Optimize keywords.
- Write ads in Google AdWords.
- Analyze and report campaign performance.
- Manage bidding and budgets.

Prerequisites:

To ensure your success in this course, you should have experience with using a web browser and productivity software (such as Microsoft Office or Google Docs

Target Student:

This course is designed for marketing professionals with basic end-user computing skills who will create and manage search ads, run pay-per-click search campaigns, and optimize and report on those campaigns with Google AdWords.

Google Ads: Foundation

Hours: 7

Topics:

Lesson 1: Creating a Google AdWords Account
- Topic A: Create and Navigate the Google AdWords Account Structure
- Topic B: Configure and Manage Account Alerts, Announcements, and Notifications

Lesson 2: Creating Ad Campaigns
- Topic A: Plan an AdWords Campaign
- Topic B: Create Campaigns and Configure Campaign Settings
- Topic C: Create and Configure Ad Groups, Ads, and Keywords

Lesson 3: Optimizing Keywords
- Topic A: Select Keywords in AdWords
- Topic B: Research Keywords with the Google Keyword Planner
- Topic C: Research Keywords Online
- Topic D: Configure Ad Groups and Keywords

Lesson 4: Writing Ads in Google AdWords
- Topic A: Review Google Ad Policies
- Topic B: Write High-Quality AdWords Ads

Lesson 5: Analyzing and Reporting Campaign Performance
- Topic A: Review Your Campaign and Adjust Settings
- Topic B: Analyze and Optimize Ads
- Topic C: Create Reports in AdWords

Lesson 6: Managing Bidding and Budgets
- Topic A: Set and Manage Bids
- Topic B: Set and Manage Budgets