



computer training options

Google AdWords **Intermediate**

Learning Outcomes:

After completing this course, students will know how to:

- Create ad campaigns for the Google display network
- Configure location, language, and schedule for campaigns
- Optimize contextual and placement targeting
- Plan and create an ad campaign for YouTube
- Optimize landing page quality
- Analyze and optimize Display Network campaigns

Duration:

1 Day

Courseware:

High quality learning materials are available for purchase by participants.

Course Content:

Creating Ad Campaigns for the Google Display Network

Plan and Create a Campaign
Create a Display Network Ad with Ad Builder

Configuring Location, Language, and Schedule

Configure Location Targeting
Configure Ad Schedules

Optimizing Contextual and Placement Targeting

Plan Campaign Placements with the Google Ad Planner
Plan Contextual Targeting for Keywords
Configure Placements for Better Ad Targeting

Planning and Creating an Ad Campaign for YouTube

Review YouTube Advertising Options
Analyze Keywords and Placements for YouTube
Create YouTube Ads

Optimizing Landing Page Quality

Optimize Landing Pages for Quality Score
Optimize Landing Pages for Conversions

Analyzing and Optimizing Display Network Campaigns

Analyze Campaign Dimensions
Optimize Campaigns

Prerequisites

Google AdWords Introduction training course, or equivalent experience.

Computer Training Options

Sydney • Melbourne • Brisbane • Gold Coast • Canberra • Adelaide • Perth • Darwin • Hobart
Ph: 1300 667 660 Email: training@cto.com.au Web: www.cto.com.au