

Google AdWords **Introduction**

Learning Outcomes:

After completing this course, students will know how to:

- Create and navigate a Google AdWords account
- Create and manage ad campaigns
- Work with keywords
- Write ads for Google AdWords
- Manage bidding and budgets
- Launch and manage ads
- Create financial and performance reports

Duration:

1 Day

Courseware:

High quality learning materials are available for purchase by participants.

Course Content:

Creating and Navigating a Google AdWords Account

Create and Navigate the Google AdWords Account
Configure Account Notifications

Creating Ad Campaigns

Overview of AdWords Campaigns
Create Campaigns and Configure Campaign Settings
Configure Ad Groups, Ads, and Keywords

Researching, Refining, and Editing Keywords

Overview of Keywords in AdWords
Research Keywords with the Google Keyword Tool
Research Keywords Online
Edit and Configure Ad Groups and Keywords

Writing Ads in Google AdWords

Review Google Ad and Content Policies
Write High-Quality AdWords Ads
Analyzing Campaign Performance
Review Your Campaign and Adjust Settings
Analyze and Optimize Ads and Keywords

Managing Bidding and Budgets

Set and Manage Bids
Set and Manage Budgets

Creating Performance and Financial Reports

Create Performance Reports
Create Billing Reports

Prerequisites

Students should be familiar with Windows 8 and Office 2010/13 or equivalent experience.