



# COURSE

## GOOGLE SEARCH ADS

### Course overview

- Advertising on Google is a main part of Digital Marketing. Google empowers business with very effective features and tools to reach their consumers wherever they are. In this course, Google Search campaigns are covered. The optimum setup for them and the important tips to best creating and best results are also covered. The course is a mix between "Do-how" and "Know-how" with focus on the best practices experience.

### What will you learn?

#### By the end of this course you will be able to do the following:

- Understand the main applications of Google Search Campaigns
- Learn the rules of ad design, targeting, budgeting and bidding
- Set and run Google Search Campaigns
- Optimization of a Google Search Campaign
- Understand the main applications of Google Universal Apps Campaigns
- Learn the rules of ad design, targeting, budgeting and bidding
- Set and run Google Universal Apps Campaigns
- Optimization of a Google Universal Apps Campaigns







## Course Outline:

Essentials of Google Search Campaign

How to Setup Google Search Campaign

Creating Google Search Campaign

Targeting in Search Campaigns

How to Write Search Ads

Ad Extensions Types

How to Select Perfect Keywords

Managing Search Ad Campaign

Optimization of Search Campaign

Shared Lists & Budget

Audience List Building

Setup Re-targeting

Google Ads Measuring Performance and Reporting

Reporting in Google Ads

How to Read Campaign Performance via Google Analytics

Preparation for Google Ads Exam (Search Campaign Part)

