

Google Adwords (PPC) - Syllabus

Introduction to Paid Advertising

- What is Paid advertising
- Benefits of Paid advertising
- Business objectives in paid ads
- Branding Campaign
- Direct marketing campaign
- Paid advertising channels
- Paid Bidding Strategies
- Premium Ad Networks

Introduction to Google Ads(PPC)

- Overview of Google Ads
- Account Setup
- Billing Methods
- Old Version vs. New version
- Google Ads Interface Tour
- Basic Google ads Terminology
- Recent updates in Google Ads
- Account structure in Google Ads
- Account Limits

PPC(Pay Per Click Campaign)

- Types of Campaigns
- Defining the objective of the campaign
- Location Targeting
- Language Settings
- Google Partners
- Bidding Strategies
- Defining the Budget
- Ad Scheduling
- Ad delivery and Ad Rotation

AdGroups and Keywords Setup

- What is Ad Group?
- How to set up Ad Groups
- Keyword Research
- Keyword Match Types
- Broad Match
- Broad Match Modifier
- Phrase Match
- Exact Match

Google Adwords (PPC) - Syllabus

Negative Match

Keyword Planner Tool

Creating a Plan with Estimations

Adding Keywords to Ad Groups

Ad Formats and Guidelines

Types of Ads

Expanded Ad Format

Responsive Ad Format

Call Only Ad

Structure of Ad

Elements of Effective Ads

Writing the Ad Copy

Final URL of Ad

URL Options

Mobile URL Option

Best and Worst Ads Examples

Google Ads Guidelines

Copyrights & Trademark Guidelines

Google Ads Auction and Bidding

What is Ads Auction

What is Ad Rank

What is Quality Score

How to improve Quality Score

Improving Ad Relevance

Improving Landing Page Experience

Improving the CTR

What is Actual CPC?

How QS affects the Cost?

Types of CPCs

Bidding Strategies

Auction Insights Tool

Ad Extensions

Sitelinks Extension

Callout Extension

Structured Snippet

Call Extension

Message Extension

Location Extension

Affiliate Location Extension

Price & Promotion Extension

App Extension

Automated Extensions

Google Adwords (PPC) - Syllabus

Conversion Tracking

What is Conversion

Types of Conversions

Website Conversion

App Conversion

Call Conversion

Offline Conversions

Implementation Conversion Tracking

Practical Case Study

Analyzing Conversion Reports

ROI Calculation

Campaign Reports Analysis

Key Performance Indicators (KPIs)

Different Levels of Data Analysis

Segmenting Data

Filtering Data

Column Customization

Search Terms Report

Auction Insights Report

Keyword Reports

Automated Rules

Dimensions Report

Display Ads Campaign

What is Display Ads

Objectives of Display Campaign

Bidding Strategies

Budget Settings

Audience Targeting Methods

Demographic Targeting

Content-based Targeting

Automated Targeting

Types of Ad Formats

Creating Custom Ads

Conversion Tracking

Gmail Ads

Creating a Gmail Ads Campaign

Remarketing Campaign

What is Remarketing

How to build audience list

Google Adwords (PPC) - Syllabus

Types of Remarketing Audience

Website audience

App Audience

Customer List

Custom Remarketing List

Create a Remarketing Campaign

Remarketing Ads

Conversion Tracking

Common troubleshooting issues.

Measuring Results of Campaign

Video Marketing with YouTube

Why video marketing?

Setting a Video Campaign

The objective of Video marketing

Instream Ads

Discovery Ads

YouTube Targeting options

Bidding Types

Type of YouTube Ads

Creating a YouTube Ad

Remarketing Lists on YouTube

Reporting and Analysis

Shopping Ads Campaign

What are Shopping ads

Shopping Campaign Setup

Google Merchant Centre

Datafeed Setup

Types of Datafeed

Datafeed Properties

Adgroups and Product groups

Bidding strategies

Reporting and Analysis

Mobile Marketing Campaign

Why Mobile marketing

Types of Mobile marketing campaigns

Creating Universal app campaign

Bidding Strategies

Location & Budget settings

Ad Formats

Google Adwords (PPC) - Syllabus

**Conversion Tracking
Reports**

**Google Ads Tools
Opportunities Tool
Account Access Levels
Change History Tool
PPC Manager Account (My Client Center)
Google Ads Editor
Google Scripts
Business Manager
Account Linking**

For more details about this course, Click on this link: [Google Adwords \(PPC\) Training](#)