

Google Adwords Advanced Course Outline

1 day course

Prerequisites

You will need your own Google AdWords account setup ready to use. You should have attended our Introduction to Google AdWords Course, alternatively please call for advice to check you are ready to progress directly to this Advanced course.

Course Objectives

By the end of the course you will be able to:

- *Split your campaigns into tightly focused groups*
- *Create Local Business Adverts*
- *Decide whether to use the content network, and to use it effectively*
- *Create reports*
- *Monitor your campaigns using Analytics*
- *Enter keywords dynamically to your adverts*
- *Use hints and tips to increase your Click Through Rate*

Course Content

- Adgroups
 - Splitting into very tight groups
 - Increasing CTR by improving your focus
- Local Business Adverts
 - Registering for Local Business Adverts
 - How to add Local Business Adverts
 - Google Maps and appearing on them
- When it is appropriate to use the content network
 - Image Ads
 - Video Ads
 - Targeting specific sites
- Dynamic keyword insertion
- Google Analytics and using it to track your campaign
 - Setting up Google Analytics
 - How to set Data Filters
 - Interpreting the Results
 - Site Overlay and how to use it effectively
- AdWords Reporting
 - Creating reports
- Additional Hints And Tips
 - Display URL tricks
 - Position Preferences