

Google Adwords Training Course Outline

1 day course

Prerequisites

You will need your own Google AdWords account setup ready to use. Please contact us about this if you need assistance.

You will need a fairly high level of competence with a PC generally.

What is AdWords?

- Why it is so important
- Understand your customer

Your first campaign

- Building a campaign from scratch - the wrong way and the right way
- Mistakes to avoid

Keywords

- Researching your keywords
- Researching bid prices

Adgroups

- Creating adgroups
- Selecting keywords
- Broad, exact and phrase matching
- Sharing contacts

Creating your adverts

- How to write good sales copy
- Creating ad versions
- Secrets to make your adverts work!

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Click Through Rate

- What is a good click through rate (CTR)?
- Increasing your CTR
- How to lower your bid prices

Conversions

- Tracking your results
- Customer value
- What can you afford to pay

Content Ads

- Enable or disable?
- When to use content ads
- Creating Image Ads

Extras

- Using misspellings
- Useful websites