What is Google AdWords Masterclass Training?

Google AdWords Masterclass Training will help you drive targeted traffic to your website and get the attention of future customers.



If you are finding it hard to rank high organically, want to increase your visibility in search results, or want to target your customers with tailored ads, this digital marketing training course is essential.

After this 1-day Google AdWords Masterclass course you'll be able to pick the right keywords, monitor the success of your campaign, and maximise your return on investment.

Learn how many new customers are connecting to your business from your ad, as well as where they're coming from.

If you're not getting the desired results from an existing PPC (Pay Per Click) campaign then we'll show you how to improve your ROI.

You'll be ready and eager to get going with AdWords as soon as you leave the course so this course is ideal if you haven't already experimented with PPC or are struggling with your existing campaigns!

If you'd like to find out more or book a course, call us on 01273 622272.

Course Objectives

After attending our 1-day AdWords Masterclass training course, you will be able to:

- Create an effective Google AdWords campaign
- Identify the most powerful keywords for your product or industry
- Understand what makes a good landing page
- Direct visitors to this landing page
- Track conversion rate in your AdWords campaign

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Overview

- The history of Google, and Google AdWords
- Using an existing or new Google AdWords campaign to identify areas of improvement
- Setting campaign goals and timescales

AdWords Settings

- Placement and content of Ads
- Partners and search
- Ad serving and rotation
- Setting a daily budget and maximum cost per click
- Language and locations

Understanding Keywords

- Exact keywords, broad keywords and keyword phrases
- Negative keywords
- Typos, combinations and plurals

Ad Text

- Use of creative content
- Dynamic keywords
- Testing, refining and reviewing

Tools and Techniques

- Diagnostic tools
- Google's Keyword Tool
- Website optimiser

Maximising Click-Through Rate

- Landing pages
- Content network
- Positioning
- Tight Ad Groups

Analytics and Conversions

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- Data analysis and reports
- Setting and using KPIs

The experienced trainers on our Google AdWords Masterclass course will give you the knowledge and skills to create a dynamic AdWords campaign - or to overhaul an under-performing operation.

We understand that some people want training in Pay Per Click marketing as a back up for a drop in organic rankings, and that others will want to start spending an AdWords budget right away. No matter what the scale of your campaign, you'll leave with the tools and techniques at hand.