



Google AdWords - Introduction

If you want to increase your on-line profits and get your business in front of thousands of potential customers, then you need to invest in Google AdWords. In this module, you will create a Google AdWords account, create an AdWords campaign, create text ads, research and optimize keywords, refine text ad copy, manage your AdWords campaign through analysis, analyse and optimize bidding and budget, and generate both performance and financial reports. Before you can perform these tasks, you need to understand how search engine marketing (SEM) works in general and the specific capabilities and features of Google AdWords.

In this course, you will:

In this module, you will create a Google AdWords account and run a basic marketing campaign.

You will:

- Create and navigate a Google AdWords account
- Create and manage ad campaigns
- Work with keywords
- Write ads for Google AdWords
- Manage bidding and budgets
- Launch and manage ads
- Create financial and performance reports

Course Length: 1 day

Course Content

Creating and Navigating a Google AdWords Account

Create and Navigate the Google AdWords Account

Configure Account Notifications

Creating AdWords Campaigns

Overview of AdWords Campaigns

Create Campaigns and Configure Campaign Settings

Configure Ad Groups, Ads, and Keywords

Researching, Refining, and Editing Keywords

Overview of Keywords in AdWords

Research Keywords with the Google Keyword Planner

Research Keywords Online

Edit and Configure Ad Groups and Keywords

Writing Ads in Google AdWords

Review Google Ad and Content Policies

Write High-Quality AdWords Ads

Analysing Campaign Performance

Review Your Campaign and Adjust Settings

Analyse and Optimize Ads and Keywords

Managing Bidding and Budgets

Set and Manage Bids

Set and Manage Budgets

Creating Performance and Financial Reports

Create Performance Reports

Create Billing Reports