



## PPC ADVERTISING (GOOGLE ADWORDS)

- Understanding in organic search results
- Introduction to googleadwords& PPC advertising
- Overview of Microsoft adcenter (bing& Yahoo )
- Setting up googleadwords account
- Understanding adwords account structure
- Campaigns ,adgroups,ads , keywords etc.
- Types of advertising campaigns –Search, display video
- Differences between search & display Campaign
- How does adwords rank ads
- Understanding adwords algorithm (adrank )in detail with examples
- What is quality score
- Why quality score is important What is CTR?
- Why CTR is important Understanding bids
- Advanced level bid strategies
- Enhanced CPC
- What are flexible bidding strategies
- Understanding ad-extensions
- Types of ad-extensions
- Adding ad-extensions in our Campaign
- Creating adgroups
- Finding relevant adgroups options using tool
- Creating adgroups using tool
- Understanding keywords
- Finding relevant keywords
- Adding keywords in ad-group using keyword planner tool
- Understanding types of keywords Board, Phrase, Exact, Synonym & Negative
- Examples of types of keywords
- Creating ads
- Understanding ad metrics Display & destination URL
- How to write a compelling ad copy
- Best & worst examples of ads Creating ads
- Tracking Performance/Conversion
- What is conversion tracking Why is it important
- How to set up conversion tracking
- Adding tracking code in your website
- Checking conversion stats
- Optimizing Search Campaigns
- Remarketing
- Google adword certification