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## Google Ads

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**Course Duration** : 1 day

### Course Overview

This course is for small business owners, members of marketing departments, those seeking a career change wishing to become Google Ads professionals, and web designers seeking to offer Ads as an additional service.

### Prerequisites

- Basic computing skills, such as opening, closing, and saving documents. Experience with web browsing, emails, handling email attachments, and exposure to multiple web browsers.
- Basic knowledge of Microsoft Office.
- Basic marketing skills

### Objectives

Delegates will be able to :

- Create an Ads account, run an ad campaign, and track the performance of ads.
- Describe the fundamentals of online advertising and Google Ads.
- Create an Ads account and campaign.
- Manage an Ads campaign.
- Describe the methods for tracking the performance of keywords, ad campaigns, and websites.
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### Course Content

#### Examining the Fundamentals of Google Ads

Examine the Fundamentals of Online Advertising  
Examine the Fundamentals of Google Ads  
Examine the Factors Influencing the Popularity of Ads

#### Setting Up an Ads Campaign

Choose Keywords  
Examine Budget Planning in Ads  
Examine Bidding in Ads  
Create an Ads Account  
Choose Placements for Advertisements  
Create Billing Information

#### Managing Ads Campaigns

Examine Ads Account Management Tabs  
Use Ads Tools

#### Tracking the Performance of Ads

Split Test the Ads  
View the Quality Score of Ads  
Track Ads Conversions  
Generate Performance Reports for Ads  
Link an Ads Account to a Google Analytics Account

