

Since 2007, Making IT Experts & Products

Course: Google Adwords (PPC)

Duration: 5 Hrs (Changeable) | Fees: Individual / Batch

Since 2007, Nestsoft TechnoMaster has been providing training, internships, and services in IT technologies, both online and offline, with the expertise of **over 250 industry experts**. We have delivered internships, training, and seminars to more than 50,000 students, resulting in numerous success stories. **We offer 100% placement support through JobsNEAR.in**

Our Courses/Internship

- Python/Django Fullstack
- Artificial Intelligence
- Machine Learning
- Data Science
- Software Testing (All)
- Wordpress, Woocommerce
- Digital Marketing, SEO
- Php/MySQL, Laravel
- Flutter, Android, IOS
- Asp.net MVC
- Web Design, Javascript
- Angular JS, React JS
- CCNA, MCSA, CCNP
- AWS, GCP, Azure
- Odoo, SalesForce, Sap
- Microsoft Excel
- Ethical Hacking



Syllabus on the Next Page ..



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+91 9895490866

+91 8301010866

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Introduction to Paid Advertising

- * What is Paid advertising
- * Benefits of Paid advertising
- * Business objectives in paid ads
- * Branding Campaign
- * Direct marketing campaign
- * Paid advertising channels
- * Paid Bidding Strategies
- * Premium Ad Networks

Introduction to Google Ads(PPC)


- * Overview of Google Ads
- * Account Setup
- * Billing Methods
- * Old Version vs. New version
- * Google Ads Interface Tour
- * Basic Google ads Terminology
- * Recent updates in Google Ads
- * Account structure in Google Ads
- * Account Limits

PPC(Pay Per Click Campaign)

- * Types of Campaigns
- * Defining the objective of the campaign
- * Location Targeting

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- * Language Settings
- * Google Partners
- * Bidding Strategies
- * Defining the Budget
- * Ad Scheduling
- * Ad delivery and Ad Rotation

AdGroups and Keywords Setup

- * What is Ad Group?
- * How to set up Ad Groups
- * Keyword Research
- * Keyword Match Types
- * Broad Match
- * Broad Match Modifier
- * Phrase Match
- * Exact Match
- * Negative Match
- * Keyword Planner Tool
- * Creating a Plan with Estimations
- * Adding Keywords to Ad Groups

Ad Formats and Guidelines


- * Types of Ads
- * Expanded Ad Format

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- * Responsive Ad Format
- * Call Only Ad
- * Structure of Ad
- * Elements of Effective Ads
- * Writing the Ad Copy
- * Final URL of Ad
- * URL Options
- * Mobile URL Option
- * Best and Worst Ads Examples
- * Google Ads Guidelines
- * Copyrights & Trademark Guidelines

Google Ads Auction and Bidding

- * What is Ads Auction
- * What is Ad Rank
- * What is Quality Score
- * How to improve Quality Score
- * Improving Ad Relevance
- * Improving Landing Page Experience
- * Improving the CTR
- * What is Actual CPC?
- * How QS affects the Cost?
- * Types of CPCs

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- * Bidding Strategies
- * Auction Insights Tool

Ad Extensions


- * Sitelinks Extension
- * Callout Extension
- * Structured Snippet
- * Call Extension
- * Message Extension
- * Location Extension
- * Affiliate Location Extension
- * Price & Promotion Extension
- * App Extension
- * Automated Extensions

Conversion Tracking

- * What is Conversion
- * Types of Conversions
- * Website Conversion
- * App Conversion
- * Call Conversion
- * Offline Conversions
- * Implementation Conversion Tracking
- * Practical Case Study

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- * Analyzing Conversion Reports
- * ROI Calculation

Campaign Reports Analysis

- * Key Performance Indicators (KPIs)
- * Different Levels of Data Analysis
- * Segmenting Data
- * Filtering Data
- * Column Customization
- * Search Terms Report
- * Auction Insights Report
- * Keyword Reports
- * Automated Rules
- * Dimensions Report

Display Ads Campaign

- * What is Display Ads
- * Objectives of Display Campaign
- * Bidding Strategies
- * Budget Settings
- * Audience Targeting Methods
- * Demographic Targeting
- * Content-based Targeting
- * Automated Targeting

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- * Types of Ad Formats
- * Creating Custom Ads
- * Conversion Tracking
- * Gmail Ads
- * Creating a Gmail Ads Campaign

Remarketing Campaign


- * What is Remarketing
- * How to build audience list
- * Types of Remarketing Audience
- * Website audience
- * App Audience
- * Customer List
- * Custom Remarketing List
- * Create a Remarketing Campaign
- * Remarketing Ads
- * Conversion Tracking
- * Common troubleshooting issues.
- * Measuring Results of Campaign

Video Marketing with YouTube


- * Why video marketing?
- * Setting a Video Campaign
- * The objective of Video marketing

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- * Instream Ads
- * Discovery Ads
- * YouTube Targeting options
- * Bidding Types
- * Type of YouTube Ads
- * Creating a YouTube Ad
- * Remarketing Lists on YouTube
- * Reporting and Analysis

Shopping Ads Campaign


- * What are Shopping ads
- * Shopping Campaign Setup
- * Google Merchant Centre
- * Datafeed Setup
- * Types of Datafeed
- * Datafeed Properties
- * Adgroups and Product groups
- * Bidding strategies
- * Reporting and Analysis

Mobile Marketing Campaign

- * Why Mobile marketing
- * Types of Mobile marketing campaigns
- * Creating Universal app campaign

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- * Bidding Strategies
- * Location & Budget settings
- * Ad Formats
- * Conversion Tracking
- * Reports

Google Ads Tools

- * Opportunities Tool
- * Account Access Levels
- * Change History Tool
- * PPC Manager Account (My Client Center)
- * Google Ads Editor
- * Google Scripts
- * Business Manager
- * Account Linking

(Click on Course for more details)

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- Thank You -

N.B: This syllabus is not final and can be customized as per requirements / updates.

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