



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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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)

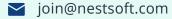
- * Types of Campaigns
- * Defining the objective of the campaign
- * Location Targeting

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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

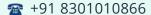
Ad Formats and Guidelines

- * 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

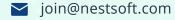
- * What is Ads Auction
- * What is Ad Rank
- * What is Quality Score
- * How to improve Quality Score
- * Improving Ad Relevance
- * Improving Landing Page Experience
- * Improving the CTR
- * What is Actual CPC?
- * How QS affects the Cost?
- * Types of CPC's

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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

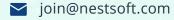
- * What is Conversion
- * Types of Conversions
- * Website Conversion
- * App Conversion
- Call Conversion
- Offline Conversions
- * Implementation Conversion Tracking
- * Practical Case Study

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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

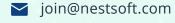
- * Why video marketing?
- * Setting a Video Campaign
- * The objective of Video marketing

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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

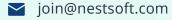
- * Why Mobile marketing
- * Types of Mobile marketing campaigns
- * Creating Universal app campaign

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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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