

Advanced Pay Per Click - Course Agenda

Lesson 1: Psychology of Search

- The Search Process
- How an Advertiser Fits into the Search Process

Lesson 2: Buying Funnel

- Understanding the Buying Funnel
- Target Users throughout the Funnel
- Channels to Leverage throughout the Buying Funnel

Lesson 3: Understanding Keyword Organization

- How Keywords Change During the Buying Funnel
- Types of Keywords
- Identify the Primary Searcher

Lesson 4: Keyword Match Types

- Difference Between Semantic and Syntactic Match Types
- Using Syntactic Match Types: Phrase Match
- Using Semantic Match Types (Exact, Broad, and Broad Match Modifiers)

Lesson 5: Negative Keywords and Managing Search Terms

- Search Terms used to Trigger your Keywords
- Negative Keyword Match Types Function
- How to Use Negative Keywords Through your Account
- N-Gram Analysis

Lesson 6: Keyword Research

- Examine the Website for Keywords and Keyword Ideas

- Utilize the Analytics for Keyword Ideas
- Utilize Google Keyword Planner Tool to Gain Keyword Ideas

Lesson 7: Creating Compelling Ads

- Understand Ad Components
- Where to Send Traffic
- Features and Benefits
- Create a Call-to-Action
- Craft Ads That Match the Buying Cycle

Lesson 8: Advanced Ad Features

- Dynamically Customize Ads
- Prequalify a B2B Audience
- Ensure Your Ads Are Complete

Lesson 9: Ad Testing

- Types of Ad Testing
- Single and Multi-Ad Group Testing
- Testing Metrics and Data

Lesson 10: Ad Extensions

- Discuss the Meaning of Ad Extensions
- Utilize Informational Extensions
- List Additional Options to Interact with Your Business
- Create Special Promotions and Prices for Ads
- Use Additional Options

Lesson 11: Campaign Types, Budget, and Reach

- Choosing the Appropriate Campaign Type
- Selecting the Right Networks for Your Ads
- Setting and Controlling Your Budgets

- Exploring Other Settings

Lesson 12: Location and Language Targeting

- Choosing the Locations for Your Ads
- Using Advanced Location Targeting Options
- Selecting the Appropriate Languages for Your Campaign

Lesson 13: Introduction to Audience Types

- The Remarketing Process
- Customer Match with CRM Data
- Expand Audiences with Similar Lists
- Target Users with In-Market and Affinity Audiences
- Demographic Targeting Options

Lesson 14: How to Segment Data and Create Lists

- Segment Your Data
- Creating a Remarketing List
- Creating Customer Match

Lesson 15: Using the Audience Lists to Reach Customers


- Comparing Targeting and Observation
- Using Audience Bid Modifiers
- Analyzing Customer Data Using Audience Insights

Lesson 16: Introduction to the Display Network

- Understanding the Targeting Options
- Listing the Display Ad Formats
- Choosing the Targeting Method Based on the Funnel

Lesson 17: Display Targeting Options

- Contextual Targeting

- 
- Placement Targeting
 - Layered Targeting
 - Blocking Inappropriate Content

Lesson 18: Display Ad Formats

- Create Effective Responsive Ads
- Upload Image Ads
- When to Use Image and Responsive Ads

Lesson 19: Setting And Measuring Goals

- Setting Goals
- Measuring Goals
- Attribution Methods

Lesson 20: Bidding Options

- Choose a Bid Method
- Automate Manual Bidding
- Apply Bid Modifiers

Lesson 21: Reporting and Testing

- Customize the Interface
- Create Reports and Dashboards
- Click Fraud
- Drafts and Experiments

Lesson 22: Ad Group Organization

- Create Tightly Themed Ad Groups
- Bulk Ad Group Creation

Lesson 23: Campaign Organization

- When to Create Separate Campaigns
- Organize Campaigns Based on the Goals
- Process of Account Organization

Lesson 24: Working with Multiple Accounts

- Working with Google Ads Manager Account
- Managing Multiple Users' Account Access
- Making Bulk Changes with the Google Ads Editor

Lesson 25: Introduction to Quality Score

- How Ad Rank Functions
- The Quality Score Factors
- The Quality Score Factors

Lesson 26: Working with Quality Score

- Assess Quality Score Data
- Improving Your Quality Score
- Using Impression Share

Lesson 27: Quality Score Diagnosis and Pivot Tables

- Download Quality Score Data
- Create Pivot Tables

Lesson 28: Setting Up Your PPC Strategy

- Plan and Conduct a Strategic Interview
- Create a Marketing Plan
- Create a Checklist to Ensure Completion

Lesson 29: Creating Your Account

- Implementing Account Tracking

- Planning Account Creation
- Create the Account

Lesson 30: Managing Your Account

- Operate an Active Campaign to Keep It on Target
- Refine the Campaign's Targets
- Manage a Long-Term PPC Account

Lesson 31: Shopping and Video Campaigns

- Create a Shopping Campaign
- Create a Video Campaign

Lesson 32: Automation and Other Tools

- Automating Your Google Ads Account
- Other Tools Required for Automation

Projects:

As part of the courseware, you will get to work on 5 projects based on industry use cases. Below are its details:

Project 1: Keyword Research

Using the Keyword Planner, do initial research on keywords that encompass your target services.

Project 2: Ad Creation

Using the keywords, create ads for your product or service to reach your target.

Project 3: Audience Targeting and Strategy

You need to create an audience to help reach your target market and to keep those who converted by seeing your ads.

Project 4: Account Organization

Understanding the relationship between the layers of your account will help you organize your ads, keywords, and ad groups into effective campaigns that target the right audience.

Project 5: Create a Marketing Plan

Understanding the business goals and objectives to plan the strategy for promoting your products and services.



LIVE SUPPORT 24x7



REQUEST A CALL BACK



EMAIL US