

Google Adwords

One Day Course

Course Introduction

If you'd like to grow your business online, get traction in Google or increase leads, sales and enquiries, Google AdWords can be a great place to start. Whether you're a sole trader and completely new to AdWords or an in-house marketer struggling to manage campaigns, this course run by Mark Cook a director at digital agency Candour will give you the ability and confidence to plan, set up and manage successful AdWords campaigns.

Course Aim

This course is aimed at delegates who have never used or have limited experience with Google Analytics. Delegates should have a basic familiarity with PCs, Windows, use of a keyboard and mouse. Prior to the course, a survey will be sent asking delegates to answer questions regarding what they would like to get from the course so that it can be tailored to meet their needs.

Course Outline

Course content

Introduction to AdWords

- Introductions
- Understanding Adwords
- Understanding search results

Setting Goals

- Translating business objectives
- Defining success
- Building success model

Planning & Setup

- Effective keyword research
- Optimum account structure
- The AdWords bidding system

Management & Optimisation

- Linking Google accounts
- Optimisation methodologies
- Effective reporting

What will I learn

- By the end of the day, you will have a functioning Google Adwords account set up and running and a written plan on how to continue to build and optimise it.
- The morning session will translate your business objectives into measurable Adwords outcomes and you'll follow a step-by-step process to build a custom plan for your business. The afternoon session will reinforce your knowledge by having your set up and begin optimising your campaigns and understand the fundamentals of effective reporting.

Related courses: Search Engine Optimisation; Google Analytics

St James' Mill, Whitefriars, Norwich, NR3 1SH
01603 677107
enquiries@jarroldtraining.co.uk
jarroldtraining.co.uk

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