

# Google Ads

## One Day Course

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### Course Introduction

If you'd like to grow your business online, get traction in Google or increase leads, sales and enquiries, Google Ads can be a great place to start. Whether you're a sole trader and completely new to Ads 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 Ads 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 Ads
- 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 Ads 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 Ads 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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