

Google Ads – Fundamentals

Description

This training is designed to help you be able to optimize an advertising campaign on the AdWords network.

Classroom Registration Price (CHF)

700

Virtual Classroom Registration Price (CHF)

650

Course Content

- Module 01: Presentation of keyword strategies (selecting and targeting keywords)
- Module 02: How it works (auction systems, Google Quality Score)
- Module 03: How to optimize your campaign daily

Documentation

- Digital courseware included

Participant profiles

- Marketing professionals
- Communication Professionals
- Business managers
- Web masters
- Community Managers
- Web Project Managers
- Startupers

Prerequisites

- Good knowledge of Internet

Objectives

- Successfully complete step by step, their first Google Ads campaign
- Know how to use the course content in a practical way
- Use Google Ads on professional way to meet their needs

Niveau

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Duration (in Days)

1

Reference

GMP-01