

Google Ads – Fundamentals

Description

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

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
- Startups

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

Fondamental

Classroom Registration Price (CHF)

700

Virtual Classroom Registration Price (CHF)

650

Duration (in Days)

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Reference

GMP-01