

Adwords Pay-Per-Click (PPC) - 1 Day Training

Our 1-day training program covers the following areas:

Why is Pay Per Click important?

- How people search & how Adwords works
- Advantages of Pay Per Click
- Things to be aware of

Keyphrase research

- How to target the right people/The buying cycle
- Finding more Key-Phrases and tools to help you
- Competitor analysis
- Developing your Negative Keywords List

Google Adwords

- PPC terminology
- Setting up a Campaign
- Deciding on daily & monthly budgets
- Differences between campaigns and Ad-groups
- Position Preference settings
- Scheduling
- Working out the cost
- Structuring your pay per click account
- Creating effective advert copy
- Adding negative keywords
- Landing pages
- Conversion Tracking
- Adwords Reports
- Content Network
- Placement Advertising

Creating a successful Pay Per Click campaign

- Tips and tricks to optimise your Adwords CPC campaign
- Hands-on experience setting your own campaign during the day.
- Using geographical targeting
- Tweaking your campaign

Google Analytics

- Understanding Google Analytics

PRICE: £285

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