
Google AdWords - Getting Started

Course Overview

This one day course led by a Qualified Google Advertising Professional will show you how to effectively research, set up, manage and optimise your AdWords campaigns to gain a competitive online advantage.

If you want to increase the quality and quantity of visitors to your website fast or if you simply want to increase the visibility of your website, then search engine advertising programmes such as Google AdWords should be an essential part of your internet marketing strategy. No matter what the size of your company is, if you have a website then you should be attending this practical hands-on course.

What Will Be Covered?

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- The Benefits of Search Engine Advertising
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- Why you should be including Search Engine Advertising as part of your Internet Marketing Strategy
- What is the Google AdWords System and how it works
- The difference between Google AdWords and Google AdSense
- AdWords features and definitions
- Understanding the Google Network
- Find out how to organise your campaigns logically to minimise the amount spent on AdWords whilst increasing the quality of each lead
- Controlling costs and budgets
- Setting up an effective AdWords Account
- Using tools to pick the right keywords in building a comprehensive set of keywords to attract a wider audience of customers interested in your products or services
- How to ensure that you don't pay for irrelevant traffic through keyword matching and negative keyword strategies
- Writing effective advert copy and designing adverts that produce higher click through and conversion rates
- The rules of ads: What you can and can't put into your adverts
- Different Ad Formats and how to use them to achieve the desired result

- Site targeting versus keyword targeting campaigns: Brand versus call to action campaigns
- How your quality score is calculated and how this score determines your ad position
- What reports are available and how they can be customised to suit your needs.

Who Should Attend?

This course will benefit marketing managers, e-marketers, business managers, web developers and website owners who want to see immediate results from their website's online presence.

Book Online Now!

Course Duration:

One Day Course

Course Fee:

R1 750 plus VAT

Fee Includes:

Course material

Internet Marketing Toolkit

Tea, Coffee & Refreshments

Light Lunch

Attendance Certificate

[View references & testimonials from previous delegates here.](#)