

# TechnoMaster

## Google Adwords (PPC)

Duration: 5 Hrs (Changeable) | Fees: Individual / Batch

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- Ethical Hacking



Syllabus Contd..

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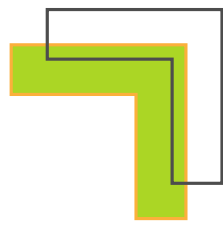
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## Syllabus

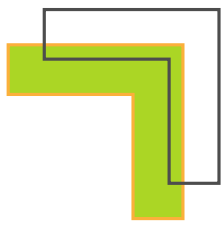


- \* Introduction to Paid Advertising
- \* What is Paid advertising
- \* Benefits of Paid advertising
- \* Business objectives in paid ads
- \* Branding Campaign
- \* Direct marketing campaign
- \* Paid advertising channels
- \* Paid Bidding Strategies
- \* Premium Ad Networks
- \* Introduction to Google Ads(PPC)
- \* Overview of Google Ads
- \* Account Setup
- \* Billing Methods
- \* Old Version vs. New version
- \* Google Ads Interface Tour
- \* Basic Google ads Terminology
- \* Recent updates in Google Ads
- \* Account structure in Google Ads
- \* Account Limits
- \* PPC(Pay Per Click Campaign)
- \* Types of Campaigns
- \* Defining the objective of the campaign
- \* Location Targeting



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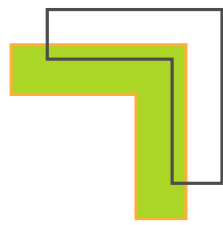


- \* Language Settings
- \* Google Partners
- \* Bidding Strategies
- \* Defining the Budget
- \* Ad Scheduling
- \* Ad delivery and Ad Rotation
- \* AdGroups and Keywords Setup
- \* What is Ad Group?
- \* How to set up Ad Groups
- \* Keyword Research
- \* Keyword Match Types
- \* Broad Match
- \* Broad Match Modifier
- \* Phrase Match
- \* Exact Match
- \* Negative Match
- \* Keyword Planner Tool
- \* Creating a Plan with Estimations
- \* Adding Keywords to Ad Groups
- \* Ad Formats and Guidelines
- \* Types of Ads
- \* Expanded Ad Format



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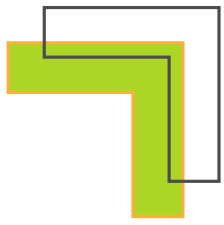


- \* Responsive Ad Format
- \* Call Only Ad
- \* Structure of Ad
- \* Elements of Effective Ads
- \* Writing the Ad Copy
- \* Final URL of Ad
- \* URL Options
- \* Mobile URL Option
- \* Best and Worst Ads Examples
- \* Google Ads Guidelines
- \* Copyrights & Trademark Guidelines
- \* Google Ads Auction and Bidding
- \* What is Ads Auction
- \* What is Ad Rank
- \* What is Quality Score
- \* How to improve Quality Score
- \* Improving Ad Relevance
- \* Improving Landing Page Experience
- \* Improving the CTR
- \* What is Actual CPC?
- \* How QS affects the Cost?
- \* Types of CPCs



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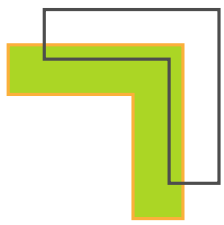


- \* Bidding Strategies
- \* Auction Insights Tool
- \* Ad Extensions
- \* Sitelinks Extension
- \* Callout Extension
- \* Structured Snippet
- \* Call Extension
- \* Message Extension
- \* Location Extension
- \* Affiliate Location Extension
- \* Price & Promotion Extension
- \* App Extension
- \* Automated Extensions
- \* Conversion Tracking
- \* What is Conversion
- \* Types of Conversions
- \* Website Conversion
- \* App Conversion
- \* Call Conversion
- \* Offline Conversions
- \* Implementation Conversion Tracking
- \* Practical Case Study



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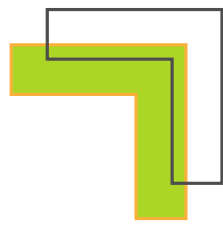


- \* Analyzing Conversion Reports
- \* ROI Calculation
- \* Campaign Reports Analysis
- \* Key Performance Indicators (KPIs)
- \* Different Levels of Data Analysis
- \* Segmenting Data
- \* Filtering Data
- \* Column Customization
- \* Search Terms Report
- \* Auction Insights Report
- \* Keyword Reports
- \* Automated Rules
- \* Dimensions Report
- \* Display Ads Campaign
- \* What is Display Ads
- \* Objectives of Display Campaign
- \* Bidding Strategies
- \* Budget Settings
- \* Audience Targeting Methods
- \* Demographic Targeting
- \* Content-based Targeting
- \* Automated Targeting



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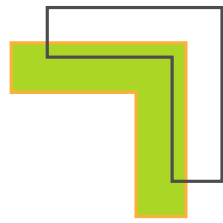


- \* Types of Ad Formats
- \* Creating Custom Ads
- \* Conversion Tracking
- \* Gmail Ads
- \* Creating a Gmail Ads Campaign
- \* Remarketing Campaign
- \* What is Remarketing
- \* How to build audience list
- \* Types of Remarketing Audience
- \* Website audience
- \* App Audience
- \* Customer List
- \* Custom Remarketing List
- \* Create a Remarketing Campaign
- \* Remarketing Ads
- \* Conversion Tracking
- \* Common troubleshooting issues.
- \* Measuring Results of Campaign
- \* Video Marketing with YouTube
- \* Why video marketing?
- \* Setting a Video Campaign
- \* The objective of Video marketing



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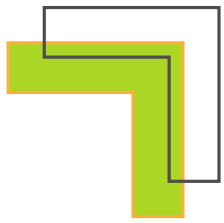
- \* Instream Ads
- \* Discovery Ads
- \* YouTube Targeting options
- \* Bidding Types
- \* Type of YouTube Ads
- \* Creating a YouTube Ad
- \* Remarketing Lists on YouTube
- \* Reporting and Analysis
- \* Shopping Ads Campaign
- \* What are Shopping ads
- \* Shopping Campaign Setup
- \* Google Merchant Centre
- \* Datafeed Setup
- \* Types of Datafeed
- \* Datafeed Properties
- \* Adgroups and Product groups
- \* Bidding strategies
- \* Reporting and Analysis
- \* Mobile Marketing Campaign
- \* Why Mobile marketing
- \* Types of Mobile marketing campaigns
- \* Creating Universal app campaign





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- \* Bidding Strategies
- \* Location & Budget settings
- \* Ad Formats
- \* Conversion Tracking
- \* Reports
- \* Google Ads Tools
- \* Opportunities Tool
- \* Account Access Levels
- \* Change History Tool
- \* PPC Manager Account (My Client Center)
- \* Google Ads Editor
- \* Google Scripts
- \* Business Manager
- \* Account Linking