Google Ads Level 1

This one-day course is a fantastic way to jumpstart your knowledge of Google Ads (formerly Google AdWords). Learn how to generate leads and sales within hours through paid campaigns.

Group classes in NYC and onsite training is available for this course. For more information, email hello@nobledesktop.com or visit: https://www.nobledesktop.com/classes/google-ads-workshop

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Course Outline

Introduction to Google Ads
- What is Google Ads?
- Google Ads Terminology
- The Role of Google Ads
- Understanding the Google Network
- How Paid Search Works
- The Pillars of Google Ad Success

Keyword Research
- What is Keyword?
- Different Types of Keywords
- What is Keyword Research
- Keyword Research Methodology
- How to Choose the Right Keywords to Target

Creating a Google Ads Account
- What is a Campaign?
- Campaign Types
- Campaign Goals
- Naming Your Campaign
- Choosing Campaign Types
- Location Targeting
- Languages
- Budget
- Delivery Method
- Bid Strategies: Manual vs Automated

Keyword Match Types

- What are match types?
- How to use match types

Ad Creation

- What is an Ad Group?
- The Goal of Your Ads
- Anatomy of a Text Ad
- How to Write Compelling Descriptions
- Introduction to Call to Actions
- How to Test Your Ads
- Ad Policies to Comply With
- Ad Extensions

Ad Rank & Quality Score

- What is Quality Score?
- How Quality Score Affects Your Campaigns
- Quality Score Factors
- Understanding the Ads Auction
- What is Ad Rank?
- How Ad Rank Works

Landing Pages

- What is a Landing Page
- Landing Page Use Cases
- Types of Landing Pages
- Steps to Building High Converting Landing Pages

Conversion Tracking

- What is a Conversion?
- What is Conversion Tracking?
- Different Types of Conversions to Track
- Steps to Setting Up Conversion Tracking
- Linking Google Accounts

Overview of Google Ads Dashboard