



## **Google Ads Course Content**

### **Introduction to Paid Marketing**

- What is Paid Marketing
- Benefits of Paid Marketing
- Paid Marketing Channels
- Paid Bidding Strategies

### **Introduction to Google AdWords**

- Account Creation
- Billing Methods
- AdWords Interface Tour
- Basic AdWords Terminology
- Account structure in AdWords
- AdWords Account Limits

### **Creating Search Marketing Campaign**

- Types of Campaigns
- Search , Display
- Location Settings
- Language Settings
- Networks and Devices
- Bidding Strategies
- Budget Settings
- Ad Scheduling
- Ad Extensions
- Ad delivery and Ad Rotation

### **AdGroup and Keywords Setup**

- Ad groups Structure
- Example Adgroups
- Keyword Match Types



- Broad Match
- Phrase Match
- Exact Match
- Negative Match
- Broad Match Modifier
- Keyword Planner
- Keyword Research Process

### **Understanding AdWords Auction and Bidding**

- AdWords Auction
- What is Ad Rank
- What is Quality Score
- Factors affecting QS
- Actual CPC
- Relation between QS and CPC
- Types of Bidding
- Flexible Bidding strategies

### **Ad Format and Guidelines**

- Structure of Ad
- Types of Ad Position
- Character Limits
- Landing Page Quality
- Best and Worst Ads Examples
- Guidelines for Ads Creation

### **Ad Extensions**

- Sitelinks Extension
- Callout Extension
- Structured Snippet
- CallExtension
- Message Extension



- Location Extension
- Affiliate Location Extension
- Price & Promotion Extension
- App Extension
- Automated Extensions

### **Conversion Tracking**

- What is Conversion
- Types of Conversions
- Implementing Conversion Tracking
- Conversion Reports
- Practical Case Study
- ROI Calculation

### **Display Ads / Remarketing**

- Setting a Display Network Campaign
- Concept of CPM and Branding
- Types of Targeting
- Keyword Based
- Interest and Remarketing
- Topics
- Placements Targeting
- Demographics
- Ad Formats for Display Network
- Display Ad Builder
- Display Planner Tool
- Remarketing Campaign

### **Video Marketing**

- Importance of Video Marketing
- Setting a Video Campaign
- YouTube Targeting Methods



**HYDERABAD**  
IT Trainings

- Bidding Types
- Type of YouTube Ads
- Reporting and Analysis

### **AdWords Tools**

- Opportunities
- Change History
- Account Access Levels
- Display Planner
- Ad Preview and Diagnosis

### **AdWords Certification Exam**

- AdWords Certification Exams
- Exam Format and Pass Percentage
- Sample Exam Questions
- PPC Interview Questions

---

**HYDERABAD IT TRAININGS**

Plot No: 40, Third Floor, Vittalrao Nagar, Madhapur, Hitech City Main Rd, Hyderabad-081  
Phone: +91 81439 56849 Visit: [www.hyderabadittrainings.com](http://www.hyderabadittrainings.com)