

Google Ads in a Day

Learn how to create a successful Google Ads campaign. We'll cover setting up and managing a campaign, generating leads and sales, tracking conversions, and maximizing results while staying with your budget.

Group classes in NYC and onsite training is available for this course. For more information, email corporate@nobledesktop.com or visit: <https://www.careercenters.com/courses/google-adwords-classes>



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Course Outline

Class Syllabus

Introduction to Google AdWords
How Search Engines Work
Why Google AdWords
Keyword Research
Competitive Analysis
Keyword Selection
Introduction to Google AdWords Dashboard
Setting up a Campaign in Google AdWords
Keyword Match Types
Device Targeting
Location Targeting
Bidding Strategies
What Quah4ty Score is and How It Affects Your Campaign
Best Practices for Creating Ads That Convert
Conversion Tracking and Leads Optimization
How to Increase Brand Awareness and Conversions with Remarketing