

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 nyc@careercenters.com or visit: <https://www.careercenters.com/courses/google-adwords-classes>



nyc@careercenters.com • [\(212\) 684-5151](tel:(212)684-5151)

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 quality 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