



## PPC Course - Syllabus

### Introduction

- Introduction to the course
- Key terms in digital advertising

### Google Ads (Formerly Google AdWords)

## Part I : Google Search

#### Overview

- Account basics
- Quality Score and its implications
- Keyword research - The base for every good performance search campaign
- Strategic considerations when designing an account
- AdWords editor

#### Ad Groups

- Developing performance ad groups
- Workshop

#### Ads (creative)

- How to craft a successful ad to match the ad group and product
- Workshop

#### Practical Workshop

- How to group keywords
- When to split AdGroups + assigning match types

## Landing pages

- Understanding the fundamentals of a good landing page
- Guidelines, best practices and editorial policies
- Workshop

## Practical Workshops

- Google Ads- creating an account
- Google Ads Editor

## Bidding

- Bidding and performance budget strategies
- Different bidding types
- CPA calculation

## Conversions

- Conversion tracking and deployment
- How to implement conversion tracking
- Conversion tracking types
- Conversion tracking best practices

## Part Ⅱ : Google Display Network (GDN)

- Basics - GDN advertising overview
- Remarketing and other targeting options
- GDN targeting options
- Display campaign optimizer
- YouTube advertising - types of youtube campaigns + creative

## Part 1 & 2 - AdWords fundamentals certification exam

### Google Analytics

- Basics
- Data Collection
- Dimension & Metrics
- Basic Reports
- Tagging Marketing Efforts
- Goals & Funnels
- Remarketing lists and segmentation
- Working With Data

### Mobile & App Advertising

- Overview
- Special settings for mobile
- App Advertising
- Tracking
- Tips & Tools

### Full Recap

- How everything connects - managing complex digital advertising activity
- Final projects preparation (how to think, plan & present a smart PPC planning for short/long term for a client).

### Practical Workshop

- Advanced Excel session for PPC Optimizers

### Facebook

- Introduction to social media marketing
- How Facebook advertising works
- Facebook Ads Manager - Account Structure
- Campaign types, Placements, Ad Types
- Conversions (Pixel)
- Audiences (targeting)
- Remarketing
- Facebook reports for optimization

## Final Project

- Final project presentations