

THE FUTURE TRACK

COMPUTER EDUCATION

GOOGLE

Ads Course



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GOOGLE ADS

Introduction to Google Ads

- What is Google Ads?
- Importance of Google Ads in Digital Marketing
- Google Ads Terminology (PPC, CPC, CTR, Quality Score, etc.)
- Google Ads vs. Other Platforms (Facebook, Bing, etc.)

Understanding Google Ads Account Structure

- Account, Campaign, Ad Groups, Ads
- How the Google Ads Auction Works
- Ad Rank and Quality Score Explained

Campaign Types and Objectives

- Search Ads
- Display Ads
- Shopping Ads
- Video Ads (YouTube)
- App Promotion Ads
- Choosing the Right Campaign Type Based on Your Goal

Keyword Research and Strategy

- Introduction to Keywords and Their Importance
- Types of Keywords: Broad, Phrase, Exact Match
- Using Google Keyword Planner
- Competitive Research and Analysis
- Negative Keywords: What Are They and How to Use Them

Writing Effective Ad Copy

- Components of Google Ads (Headlines, Descriptions, URL)
- Best Practices for Writing High-Performance Ads
- Ad Extensions: Sitelinks, Callouts, Structured Snippets, etc.
- Ad Policies and Restrictions

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Landing Pages and Conversion Tracking

- Importance of Landing Pages in Google Ads
- How to Design High-Converting Landing Pages
- Adding Google Tag Manager and Conversion Tracking Code
- Setting Up Conversion Goals in Google Analytics

Bidding Strategies and Budgeting

- Manual Bidding vs. Automated Bidding Strategies
- Enhanced CPC, Target CPA, Target ROAS, Maximize Clicks/Conversions
- Budgeting: Daily Budgets, Shared Budgets, and Bid Adjustments
- Monitoring and Adjusting Your Campaign Budgets

Google Ads Analytics & Reporting

- Understanding Key Performance Indicators (KPIs)
- Analyzing Campaign Performance Metrics (Impressions, Clicks, CTR, Conversions)
- Google Analytics Integration with Google Ads
- Using Google Ads Reporting Dashboard

Advanced Targeting Techniques

- Audience Targeting: Remarketing, In-Market, and Custom Intent Audiences
- Geo-Targeting and Device Targeting
- Time Scheduling for Ads
- Demographic Targeting

Optimization Techniques

- A/B Testing for Ads and Landing Pages
- Quality Score Optimization
- Ad Copy Optimization Strategies
- Negative Keyword Optimization
- Scaling and Expanding Campaigns

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Remarketing and Retargeting

- What is Remarketing?
- Setting Up Remarketing Campaigns
- Creating Custom Audiences
- Remarketing Best Practices and Strategies

Google Ads for eCommerce

- Shopping Campaign Setup
- Product Feed Optimization
- Dynamic Remarketing for eCommerce
- Google Ads and Google Merchant Center Integration

Troubleshooting Common Issues

- Low CTR, Low Conversion Rates
- High CPC: How to Reduce Costs
- Ad Disapproval Issues and How to Fix Them
- Fixing Low Quality Scores

Case Studies and Practical Exercises

- Real-Life Google Ads Campaign Case Studies
- Creating Your Own Campaign: Step-by-Step Practical Guide
- Optimization Challenges and Solutions

Google Ads Certification Preparation

- Google Ads Certification Overview
- How to Prepare for the Google Ads Certification Exam
- Sample Questions and Practice Tests