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4.7/5 CUSTOMER REVIEWS

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MODULE 4

SEARCH NETWORK ADS

*Keyword Research.
Search Network Campaign Settings
Creating Ad-Groups/Creating Ads
How to use Ad Extensions*

MODULE 5

DISPLAY NETWORK ADS

*Where do we see Display Ads?
Creating Display Campaigns
Device Targeting
Audience Targeting
Creating Responsive Ads
Gmail Ads.*



90% of Internet Population have seen Ads from Google



GOOGLE ADS Course

DURATION 3 WEEKS

LIVE TRAINING WITH ASSIGNMENTS

MODULE 1 INTRODUCTION?

*Where do we find Google Ads?
Types of Google Ads Networks?*

MODULE 2 SEARCH NETWORK ADS

*Bidding And Auction Process
How to Get Your Search Network Ad in the Top 4 Rankings.*

MODULE 3 SEARCH NETWORK ADS

*Quality Score. Why is it important?
CTR-Click Through Rate.
Relevancy of Ads.
Landing Page Quality*

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MODULE 6



4.7/5 CUSTOMER REVIEWS

REMARKETING

*What is Re-marketing?
How to Install Global Site Tag?
How to Create Re-marketing Audiences
How to Create Re-marketing Ads?*

MODULE 7

VIDEO/YOUTUBE ADS

*Different Types of Video Ads
Creating Video Ads*

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MODULE 8

CONVERSIONS

*What are Conversions?
How to Record Conversions?
Using Automatic Bid Strategies.*

MODULE 9

SHOPPING ADS

*Where do we see Shopping Ads?
Setting up Google Merchant Center.
Creating Shopping Ads.*



**Google Ads has 53%
Market Share
of the Global Digital
Ad Revenue**

MODULE 10

UNIVERSAL APP ADS

How to Create App Install Ads

MODULE 11

AD OPTIMIZATION/ANALYSIS/REPORTS

*How to Create Reports of Campaigns?
How to Analyze Campaign Reports?
How to Optimize Ads Campaigns?*

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MODULE 12

LIVE CAMPAIGN

Creating a Live Campaign.

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**Duration 3 Week
LIVE Training with Assignments**
GOOGLE ANALYTICS

MODULE 13


ACCOUNT SETUP

*Creating Google Analytics Account
Account Settings
Adding Website to Google Analytics*

MODULE 14

PROPERTY SETUP

*Creating Google Analytics Properties
Installing Google Site Tag
Property Settings
Linking With other Google Properties*

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MODULE 15

VIEW SETUP

*Creating Google Analytics Views
View Settings
Goal Settings
Using Filters
Creating Customized Segments*



**Google Analytics is
the most popular
Web Analytics Tool
in the World**

MODULE 16

REPORTS

*What are the Different Reports?
Understanding Reports
Understanding Different KPIs
Analyzing Reports
Using Data Analysis to improve Digital
Marketing Strategies*



MODULE 17

**4 GOOGLE EXAMS &
CERTIFICATION.
& DETAILED EBOOK**

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