

Google and Youtube Ads Program

Program Outline

Why Search Engine?

Marketing

- SEM Advantage and Disadvantage
- SEM Strategies & Terminology
- Kinds of Search Engine Marketing
--- "Types of Campaigns"
Search, Display, Videos
- How Search Engine Marketing can Gain Your Business

What is Google Ads

- Google Ads Structure
- Google Ads -Layers
- How it Works
- Benefits of Google Ads
- How to use Google Ads
- Define Marketing Goals
- Organize Google Ads Account
- Google Ads BEST PRACTICE
- Workshop

How it works

- Search Network VS Display Network
- Google Ads Auction
- Google Ads Quality Score
- Types of Landing Pages
- Landing Page SEO for Google ads
- Landing Page Best Practice

Account management

- Account Organization
- Account Management
- Setting up a New Account

- Keywords Places on Landing Page
- Keywords Persona
- Types of Buyer Keywords
- Keywords Research
- Keywords Research Plan

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- How to Research Keywords
- Keywords Planner
- Keywords Tools
- Keywords Best Practices
- Keywords Match Types
- Negative Keyword Match Types
- Spy Competitor Keywords
- SKAGs

SEARCH CAMPAIGN

- Text Ads
- Write Successful Text Ads
- CTA
- Ad Extensions
- Ad group
- Campaigns Implementation "Search, Display, Videos"
- Quality Ads
- Campaign Creation

SETUP SEARCH CAMPAIGN

- Ad Formats
- Ad Targeting
- Devices & Locations and Languages
- Bid Strategy
- Budget

Case study

Campaign's Enhancement

GDN

- Technical Requirements
- ADS PLACES
- Display Targeting
- SETUP GDN CAMPAIGN