

Syllabus for Google PPC Training Course



Course Duration for Google PPC

- 30 to 45 days

Objective For Google PPC training Course

- Getting the student to be well trained in Digital Marketing

Eligibility for Google PPC training Course

- Any Technical Graduates or Undergraduate

Let us take a look on what you will learn in Digital Marketing Training

Google Adwords

1. Ad-Words Account Setup
2. Creating Ad-Words Account
3. Ad-Words Dash Board
4. Billing in Ad-Words
5. Bidding Strategies
6. CPC, ECPM, CPL & CPA
7. Shared Library s

Ad Server Display

1. Adnetworks
2. Publishers
3. Advertisers
4. Ad Inventory

Creating your first campaign

1. Creating First Campaign
2. Understanding purpose of Campaign
3. Account Limits in Ad-Words
4. Location and Language Settings
5. Networks and Devices
6. Bidding and Budget
7. Schedule: Start date, end date, ad scheduling
8. Ad delivery: Ad rotation, frequency capping

Adgroups and Keywords

1. Demographic bidding (Display Only)
2. Ad groups and Keywords
3. Keywords Targeting
4. Quality Score and Its Importance
5. Keyword Types (Broad, Phrase, Exact and Negative)
6. Placement Targeting
7. Topics & Interest based Targeting

Bidding Strategies

1. Cost per Click (CPC) strategy
2. Cost per Mile/thousand Impressions (CPM) Strategy
3. Cost per Acquisitions (CPA) Strategy
4. Cost per View (CPV) Strategy
5. Return on Ads Spend (ROAS) Strategy
6. Target Outranking Share Strategy
7. Target Search Page Location Strategy
8. Enhanced cost-per-click (ECPC) Strategy

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Other Targeting methods
<ol style="list-style-type: none">1. Remarketing2. Affinity Audience Targeting3. In-market Audience Targeting4. Gmail Users Targeting5. Location Based Targeting6. Contextual Targeting
Conversions
<ol style="list-style-type: none">1. Conversion Tracking Code2. A/B Testing3. First Click Attribution Model4. Last Click Attribution Model5. Time Decay Attribution Model6. Linear Attribution Model7. Position Based Attribution Model
Ads format and Types
<ol style="list-style-type: none">1. Text Ads2. Responsive Image Ads3. Video Ads (Skippable & Non-Skippable)4. Dynamic Search Ads5. Dynamic Ads6. Gmail Ads7. Lightbox Ads8. General Purpose Ads
Video Ads
<ol style="list-style-type: none">1. Video Discovery Ads2. Bumper Ads – 6 Sec Ads