

## GOOGLE ADWORDS FOR BUSINESSES

Available Dates: **Request Dates**

Class Length: **1 day**

Cost: **\$299**

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### **Class Outline:**

#### **Description:**

You will create an AdWords account, run an ad campaign, and track the performance of ads. This course is for small business owners, members of marketing departments, those seeking a career change wishing to become Google AdWords professionals, and web designers seeking to offer AdWords as an additional service to clients.

#### **Table of Contents:**

##### **Lesson 1: Examining the Fundamentals of Google AdWords**

Topic 1A: Examine the Fundamentals of Online Advertising

Topic 1B: Examine the Fundamentals of Google AdWords

Topic 1C: Examine the Factors Influencing the Popularity of Ads

##### **Lesson 2: Setting Up an AdWords Campaign**

Topic 2A: Choose Keywords

Topic 2B: Examine Budget Planning in AdWords

Topic 2C: Examine Bidding in AdWords

Topic 2D: Create an AdWords Account

Topic 2E: Choose Placements for Advertisements

Topic 2F: Create Billing Information

##### **Lesson 3: Managing AdWords Campaigns**

Topic 3A: Examine AdWords Account Management Tabs

Topic 3B: Use AdWords Tools

##### **Lesson 4: Tracking the Performance of Ads**

Topic 4A: Split Test the Ads

Topic 4B: View the Quality Score of Ads

Topic 4C: Track AdWords Conversions

Topic 4D: Generate Performance Reports for Ads

Topic 4E: Link an AdWords Account to a Google Analytics Account