

Google Ads Bootcamp

This two-day training is a comprehensive exploration of Google Ads (formerly Google AdWords). Learn how to develop and manage a successful campaign, generate leads and sales, track conversions, and more.

Group classes in NYC and onsite training is available for this course. For more information, email contact@nyimtraining.com or visit: <https://training-nyc.com/courses/google-ads-bootcamp>



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Course Outline

DAY 1

Introduction to Google Ads

- What is Google Ads?
- Google Ads Terminology
- The Role of Google Ads
- Understanding the Google Network
- How Paid Search Works
- The Pillars of Google Ad Success

Keyword Research

- What is Keyword?
- Different Types of Keywords
- What is Keyword Research
- Keyword Research Methodology
- How to Choose the Right Keywords to Target

Creating a Google Ads Account

- What is a Campaign?
- Campaign Types
- Campaign Goals
- Naming Your Campaign
- Choosing Campaign Types
- Location Targeting
- Languages
- Budget

- Delivery Method
- Bid Strategies: Manual vs Automated

Keyword Match Types

- What are match types?
- How to use match types

Ad Creation

- What is an Ad Group?
- The Goal of Your Ads
- Anatomy of a Text Ad
- How to Write Compelling Descriptions
- Introduction to Call to Actions
- How to Test Your Ads
- Ad Policies to Comply With
- Ad Extensions

Ad Rank & Quality Score

- What is Quality Score?
- How Quality Score Affects Your Campaigns
- Quality Score Factors
- Understanding the Ads Auction
- What is Ad Rank?
- How Ad Rank Works

Landing Pages

- What is a Landing Page
- Landing Page Use Cases
- Types of Landing Pages
- Steps to Building High Converting Landing Pages

Conversion Tracking

- What is a Conversion?
- What is Conversion Tracking?
- Different Types of Conversions to Track
- Steps to Setting Up Conversion Tracking
- Linking Google Accounts

Overview of Google Ads Dashboard

Day 2

Campaign Optimization

- Understanding Reports in Google Ads
- Analyzing Reports in Google Ads
- Analyzing & Optimizing Campaign Performance
- Data Segmentation
- Bid Management

Account Automation

- What is Automation?
- When to Automate Your Account?
- Steps to Automating Your Account?

Audience Targeting

- Understand what audience targeting is
- A look at the different types of audience targeting
- How to setup audience targeting

Remarketing with Google Ads

- Introduction to Remarketing
- Types of Remarketing
- Why you need Remarketing
- Developing your Remarketing Strategy
- Installing your Remarketing Code
- Launching a Remarketing Campaign

Display Advertising with Google Ads

- Introduction to Display Advertising
- Understanding the Display Network
- Bidding Strategies for Display
- Targeting via the Display Network
- Ad Formats
- Display Campaign Management