

# Google Ads in a Day

In just one day, learn to harness the power of Google Ads to jumpstart your brand's online presence. This class covers setting up and managing a campaign, generating leads and sales, tracking conversions, and maximizing results while staying within your budget.

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



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## Course Outline

### 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