

Google Adwords



About Course

- This covers Module 1, 2 and 4 from Digital Marketing Full Certification Course.
- If you just want to learn Google Adwords and PPC Marketing, then this course is suitable for you.
- Business Owners, Digital Marketers and Job Seekers can join this course to leverage Giant Google Network.

Our Achievements :



1000+

PPC Ad Campaigns

120+

Clients Served

450+

Digital Assets Managed

13000+

Students Trained

97%

Positive ROI on Ads

90 Lacs +

Ad Impressions to People

Module 1 :

Digital Marketing Fundamentals

Section 01 : Marketing v/s Sales

Section 02 : Marketing Mix and 4 Ps

Section 03 : What is Digital Marketing

Section 04 : Inbound vs Outbound Marketing

Section 05 : Content Marketing

Section 06 : Understanding Traffic

Section 07 : Understanding Leads

Section 08 : Strategic Flow for Marketing Activities

Module 2 :

Website Planning and Structure



WWW

Domains

Buying a Domain

Website Language & Technology

Core Objective of Website and Flow

One Page Website

Strategic Design of Home Page

Strategic Design of Products & Services Page

Strategic Design of Pricing Page

Portfolio, Gallery and Contact Us Page

Call to Action (Real Engagement Happens)

Designing Other Pages

SEO Overview

Google Analytics Tracking Code

Website Auditing

Designing Wordpress Website

Module 4 : Level - 1

Google Adwords Fundamentals



Understanding Adwords

Google Ad Types

Pricing Models

PPC Cost Formula

Ad Page Rank

Billing and Payments

Adwords User Interface

Keyword Planning

Keywords Control

Creating Ad Campaigns

Creating Text Ads

Creating Ad Groups

Bidding Strategy for CPC

Practical Examples

Module 4 : Level - 2

Google Adwords Intermediate



PPC, CPM, CPA

Other Measuring Tools

Bidding Strategy on Location

Bidding Strategy on Schedule

Bidding Strategy on Devices

Conversion Tracking Code

Designing Image Ads

Creating Animated Ads

Examples on Animated Ads

Creating Video Ads

Youtube Video Promotion

Hi-Jack Competitor's Video Audience

Practical Examples

Module 4 : Level - 3

Google Adwords Advance Level

Remarketing Strategies
Remarketing Rules
Remarketing Tracking Code
Linking Google Analytics
Designing Remarketing Images
Shared Budget
GWD Software

Ok Viral Sir..

How Will I Get Training ?

Is it Online or Offline ?

Course Delivery Method :



“Learn at your Own **Time** : Own **Speed** : Own **Place**”

Once you subscribe for the course, we will send you download link or we can also courier you DVD and you can learn from step by step training videos using eLearning App.

Generally it takes 2 to 4 Months to Complete Course.

Is it Difficult to Learn ?



**Absolutely Not. We will teach you through
Step-by-Step Videos. You just need basic
knowledge of Computers and Internet. It will
be in Simple Hing-lish Language.**

What About Update ?

Even after completion of course, we will send you new videos for updates happening in digital marketing industry. Plus we will also continue to provide Email Support till 1 year.

How Can I Enroll ?

You can enroll right now. You can make online payment or you can also deposit cash/cheque in State Bank of India.

Training Fees for Google Adwords Training is Rs. 4000

You can also enroll for Full Digital Marketing Course

[See Course Fees](#)

Have Questions ?

Call +91 9558821174

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