



# Creating a Google Ad-Words Campaign

## Select Your Learning Style

**Facilitator-led** 1 Day Program (Classroom)

**OR**

**eLearning format** (Self-paced)

**Please refer to Pricing Page for cost per participant**

Many companies advertise with pay per click ads. This course focuses on the largest machine available: Google Ad-Words. In this course, participants will learn how Google Ad-Words work, what pay per click means, the importance of correctly setting an Ad-Word budget, how to select keywords and set up ad groups, how to design a compelling ad, and how to make adjustments to increase success.

### What Will Participants Learn?

- ✓ Define Google Ad-Words and pay per click
- ✓ Set up keywords lists and groups
- ✓ Find tracking and statistical information
- ✓ Describe conversions from click throughs
- ✓ Decide whether they will write your own ads or enlist help

### What Topics are Covered?

- ✓ Understanding Ad-Words lingo
- ✓ Creating an Ad-Words strategy
- ✓ Creating a PPC campaign
- ✓ Creating groups
- ✓ Designing your ads
- ✓ Looking at success

### What's Included in Your Learning Style?

- ✓ Self-paced eLearning OR
- ✓ Interactive class environment – Facilitator-Led
- ✓ Specialized course materials and resources
- ✓ Personalized certificate of completion

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