

# Google Ads Course Online

Learn how to plan, run, and optimize effective Google Ads campaigns to generate leads and drive sales. This comprehensive workshop covers conversion tracking, performance optimization, and paid advertising strategies that help increase visibility and strengthen brand awareness.

Group classes in Live Online and onsite training is available for this course. For more information, email [partnerships@vdc.edu](mailto:partnerships@vdc.edu) or visit: <https://vdc.edu/courses/google-ads-course-online>



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## Course Outline

### Section I

#### 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

## **Section II**

### **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