COURSE SYLLABUS

Google Ads Bootcamp

Learn how to develop and manage successful Google Ads campaigns, generate leads and sales, track conversions, and improve your search engine ranking with this comprehensive workshop. Perfect for anyone looking to expand their brand awareness through effective paid advertising techniques.

> Group classes (Live Online) and onsite training are available for this course. For more information, email onsite@graduateschool.edu or visit: https://sdfm.graduateschool.edu/courses/google-ads-bootcamp



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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 a 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 set up 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