

## GOOGLE ADWORDS FOR BEGINNERS

1 session(s) of 3 hours  
(1 x 4 periods)

CHF 300.-

Renseignements

Tél. +41 22 732 51 11  
Lu-Ve de 8h30 à 12h00  
et de 13h00 à 17h00

### DEFINITION

Get more visitors to your website and more value from your pay-per-click (PPC) spend with Google AdWords. Whether you're looking to start advertising for your local business or an online storefront, you'll find the skills you need to connect with your customers online all in this course.

### TARGET

Users managing a website for a large corporation or a small business such as Entrepreneurs, Marketing professionals. Anyone who wants an introduction to Google AdWords.

### OBJECTIVES

We starts with showing how AdWords works, and knowing what your business and customers need. Then you'll learn how to set up a AdWords account and start researching your keywords: the foundation of all great ads. Once you've set up your campaign, you'll learn how to use AdWords reporting and Google Analytics to monitor the performance of ads and optimize ads to get more clicks, conversions, and ultimately more return on your investment (ROI). Finally we will touch on audience remarketing and what ad extensions can do for you.

### REQUIREMENT

Access to a Google AdWords account.

### METHODOLOGY

Hands-on training with theory support. Each trainee has access to a PC.

### CONTENT OF GOOGLE ADWORDS FOR BEGINNERS

- To explain how does AdWords work
- To set up the 1st text ads to bring targeted visitors to your page
- To select and research appropriate keywords
- To explain how campaigns, ad groups, and ads are structured
- To explain how to measure the Adwords results including integration with Google Analytics
- To set up the remarketing option
- To set up advertising extensions