



# Google AdWords

A one day, 5 star rated course from the Marketing Training experts



# Google AdWords Course

This is a one day training course that will give you practical experience in setting up Google AdWords campaigns and give you a good understanding of how you should manage and optimise your campaigns.

Google AdWords is a 'Pay Per Click' advertising tool that can get your adverts instantly to the top of Google and onto many websites worldwide. It is highly targeted & measurable and can be controlled in real-time.

This Google AdWords course will show you how to identify the best keywords to bid for and the best strategy for bidding; how to set up your campaigns; how to evaluate and measure your AdWords effectiveness and how to optimise your campaigns.

## Suitability - Who should attend?

This training course is ideal for anyone who wants to use Google AdWords to drive highly targeted visitors to their website(s).

You might have some experience of using AdWords, but it is not necessary for the course.

## Price and Venues

**Manchester:** £265 + VAT  
**Leeds:** £295 + VAT  
**Liverpool:** £295 + VAT

Our interactive practical courses and learner centred approach, combined with small class sizes, provides the very best learning environment

There is a lot of information to process as the day goes on but there are no problems going over bits again that you don't understand. Getting the notes at the end is a great touch, and they are great to have as a reference after the course. I would definitely recommend Martin and M Training for both the Analytics and AdWords courses.

You learn so much and the knowledge you come out with, you cannot put a price on.

David Potter | Wardworth Ltd

## Private & One to One courses

We offer private and one-to-one courses throughout the UK. Please email or call us with your preferred venue, number of delegates and any requests.

Google

5.0 ★★★★★

No more than 6 Delegates

5 Star Rated courses

Practice led learning

3 months online support

Lunch & refreshments provided





# Google AdWords

## COURSE OUTLINE

This Course will teach you how to set up and manage effective Google AdWords campaigns.

### Introduction to AdWords

- How Google AdWords works
- Setting objectives and KPIs
- How to structure your campaigns

### AdWords Set Up

- Home, Dashboards & Menus
- Data setting and comparisons
- Campaign set up
- Location targeting
- Ad Scheduling & Rotation
- Bid strategies
- Conversion Tracking Methods
- Targeting mobile users

### Analysis & Optimisation

- Keyword analysis & selection
- Quality Score & Ad Rank
- Creating effective text ads
- Keyword Match types
- Managing Bids
- Ad Preview & Diagnostics
- Improving Ad Rank
- Optimisation techniques
- Strategies to try

### Reporting

- Viewing the reports
- Monitoring Clicks and Conversions
- Google Analytics AdWords Reports
- Multi Channel Funnels
- Conversion attribution
- Custom Reports

### Advertising options

- Search network
- Display advertising
- Product listing ads (Google Shopping)
- Remarketing
- Video

### Help & Resources

To book please see next page

The course was a great, hands-on learning experience and after just one day I now feel ready to delve into the world of AdWords. The group was small and informal which certainly aided my learning. Thanks

James Robinson | Sysco Software



I found the day very informative and interesting and I certainly learnt a lot! I also thought Martin was a great teacher and the size of the group made the course very engaging. Thanks again.

Harvey Leigh | Cardea-Solutions

## How to book

To reserve your place on the Google AdWords course, simply pick your preferred date and location, and send us an email or give us a ring.

Or if you prefer, we offer private and In House training on request.

Email: [info@mtraining.co.uk](mailto:info@mtraining.co.uk)

Call: 0161 226 6032

Or visit: [www.mtraining.co.uk](http://www.mtraining.co.uk)

We offer group booking discounts for two or more delegates.

