



# Google Ads Course

A 5 Star Rated course from the Marketing experts



# Google Ads Course

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

## Introduction

Google Ads 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 5 star rated Google Ads 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 Ads effectiveness and how to optimise your campaign

## Who would benefit from this course?

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

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

## Classroom and Virtual Classroom Courses

We offer this course as a classroom based course and as a live, interactive online course.

Our classroom courses are run as public courses at the venues shown below or as a private course anywhere in the UK.

Our online Virtual Classroom courses are available for people anywhere in the world with internet access. You will be able to see the trainer, their screen, be able to chat and ask questions, just like on our regular classroom courses.

## Public Course Venues and Prices

	1 Delegate	2 Delegates
Manchester:	£295 + VAT	£495 + VAT
Leeds:	£295 + VAT	£495 + VAT
Liverpool:	£295 + VAT	£495 + VAT
Birmingham	£295 + VAT	£495 + VAT
Online:	£250 + VAT	£375 + VAT

## Private & One to One courses

We offer private group courses and one-to-one courses throughout the UK from £590 and online from £550. Please email or call us with your preferred venue, number of delegates and any requests.

No More Than 6 Delegates

5 Star Rated Course

Practice Led Learning

3 Months Online Support

Lunch Provided

Detailed Course Notes

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

Google

5.0 ★★★★★

I would definitely recommend Martin and M Training for both the Analytics and Ads courses.

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

David Potter  
Wardworth Ltd



# Google Ads

## Course Outline

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

### Introduction to Ads

- How Google Ads works
- Setting objectives and KPIs
- How to structure your campaigns
- Home, Dashboards & Menus

### Ads Set Up

- Campaign set up
- Keyword analysis & selection
- Bid strategies
- Location targeting
- Scheduling
- Creating Effective Ads
- Keyword Match types

Using negative keywords & Lists

### Conversion Tracking

Methods and set up

### Analysis & Optimisation

- Quality Score & Ad Rank
- Managing Bids & Budgets
- Bid Adjustments
- Ad Preview & Diagnostics
- Improving Ad Rank
- Optimisation techniques
- Strategies to try
- Data setting and comparisons

### Reporting

Viewing the reports

- Monitoring Clicks and Conversions
- Google Analytics Ads Reports
- 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



5.0 ★★★★★

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

James Robinson | Sysco Software

For private courses the course content can be adapted to suit your requirements. Please contact us to discuss your requirements.



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## Why Choose M Training's Google Ads Training Course

- Run by a specialist Digital Marketing trainer with over 15 years' experience in running Google Ads campaigns
- This course is limited to 6 places, so you are guaranteed personal support throughout the day
- 5 Star Rated in Google and Facebook and post course reviews.
- Convenient locations in Manchester Leeds, Liverpool, and Birmingham.
- Choose from public, one to one and private group courses
- Detailed course notes provided
- Lunch & refreshments provided
- Certificate of achievement

## Private and One-to-One Courses

One-to-one and private group courses are available from £590 for a one day classroom based course or from £550 for a private Online course.

These courses are ideal if you cannot make one of the set course dates or if you want a more advanced course or different course outline/focus.

One-to-one and private group courses can be run anywhere in the UK, or at our Manchester or Birmingham offices, or online.

## How to book

To reserve your place on our 1 Day Google Ads course, simply pick your preferred date and book on our website, send us an email or give us a call.

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.

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