



Certificate of Achievement

Jon Bain

has completed the following course:

SEARCH MARKETING: PAID SEARCH MARKETING – PAY PER CLICK (PPC) THE OPEN UNIVERSITY AND TARGET INTERNET

This online course explored how to use Pay Per Click (PPC) to improve paid search traffic and drive business objectives. Learners discovered how to set up, manage, and measure effective paid search campaigns, and continually improve their performance.

2 weeks, 4 hours per week



Dave Hall
University Secretary
The Open University



The person named on this certificate has completed the activities in the attached transcript. For more information about Certificates of Achievement and the effort required to become eligible, visit futurelearn.com/proof-of-learning/certificate-of-achievement.


This certificate represents proof of learning. It is not a formal qualification, degree, or part of a degree.



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90%
OVERALL
SCORE

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STUDY REQUIREMENT

2 weeks, 4 hours per week

LEARNING OUTCOMES

- Discuss how paid search works and the role of paid search in the user journey
- Explore keyword research tools and how they can be used for PPC
- Explain the role of campaign structure and targeting options within PPC campaigns
- Produce effective PPC ads
- Explore how to measure success and how to take an iterative approach to campaign improvement

SYLLABUS

- Paid search in the user journey
- Keyword research for paid search
- Paid search ROI
- PPC campaign structure and settings
- Targeting PPC campaigns
- Creating effective PPC ads
- Measuring PPC success