GOOGLE ADS

INTRODUCTION TO SEARCH ENGINE MARKETING

- What is SEM?
- Why SEM?
- SEM Channels

INTRODUCTION TO GOOGLE ADS(Google AdWords)

- How Google Ads Work?
- Google Ads Account Setup
- Overview of Google Ads Interface
- Ads Account Limitations
- Types of Campaigns – Search, Display, Shopping, Video
- Bidding Strategies – Automatic, Manual

CREATION OF SEARCH NETWORK CAMPAIGN

- Objective of Search Network Campaign
- Types of Targeting
  - Keyword Based
  - Interest and Remarketing
  - Topics
  - Placement Targeting
  - Demographics
- Ad Scheduling
- Ad Delivery and Ad Rotation
- Concept of Cost Per Click(CPC)
- Budget Settings

AD GROUP & KEYWORD SETUP

- Ad Group Structure
- Ad Group Examples
- Keyword Match Types
  - Broad Match
  - Exact Match
  - Phrase Match
  - Negative Match
- Importance of Negative Keywords in Optimization
- Keyword Planner

GOOGLE ADS AUCTION & BIDDING

- Google Ads Auction
- What is Google Ad Rank?
- Types of Bid – CPC, CPM, CPV
- What is Quality Score?
- Factors Affecting QS
- Importance of QS

GOOGLE AD EXTENSIONS

- Location
- Call extension
- Sitelink extension
- Callout extension
- Reviews
- App Extension

CREATION OF DISPLAY NETWORK CAMPAIGN

- Objective of Display Network Campaign
- Display Ad Formats
- Concept of CPM(Cost Per 1000 Impressions)
- Branding
- Remarketing
- Creating Remarketing Lists
- Custom Audiences
- Atomatic Placements

YOUTUBE MARKETING

- YouTube Ad Formats
- YouTube Campaign Creation
- YouTube Targeting Methods