Pay Per Click Advertising

3 HOURS • CLASSROOM • NO PRE-REQS

Industry Approved

SYLLABUS ADVISORY COUNCIL MEMBERS INCLUDE:

Google Microsoft IBM

Search Marketing (PPC)

The Pay Per Click module demonstrates how to implement and manage search advertising campaigns. Lectures will cover the key concepts and terminology used within the field of PPC and will equip you with the technical understanding and skills to build and maintain an effective PPC strategy.

You will understand the fundamentals of search marketing and appreciate the mechanics of how PPC systems function. You will develop advanced keyword research skills and learn how to apply these to Adwords campaigns.

You will be able to analyse current Search Marketing activity and target your campaign to key audience groups in order to enhance and improve click through rates. You will recognise the features of strong ad copy, and develop your skills in writing compelling ads.

Learn how to set and manage budgets for Adwords campaigns, and measure and analyse their effectiveness by exporting detailed campaign management reports in order to see how they align with established baseline expectations.

Topics covered include:

- Key SEO Concepts
- Search Results & Positioning
- Benefits of Search Position
- Stakeholders in Search
- Mechanics of Search
- On-Page Optimisation

- The SEO Process
- Customer Insights
- Analysis & Review
- Keyword Research & Selection
- Content Updates & Layout
- Meta Tags

- SEO Site Map
- SEO Google Search Console
- Off-Page Optimisation
- Inbound Links & Link Building
- Ranking
- Laws & Guidelines

Subject Matter Experts

The course will introduce you to the most important and transformative aspects of digital marketing, delivered by the industry's leading practitioners.

All of your lecturers are specialist professionals in the digital marketing sector, running and delivering online marketing campaigns, using the latest tools and techniques on a daily basis.

They help to create and validate our modules as well as teach them, so your lectures will be based on our formalised syllabus of learning overlayed with their real life experiences, examples and case studies.

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The course made the whole digital realm seem less complicated and actually very easy to navigate given the right tools.

Conor O'Sullivan

Certification

London School of Digital Marketing's syllabus defines the framework of knowledge, skill and competency required to meet the current and future demands of the Digital economy, and our practical, industry-driven qualifications are recognised as the international standard in Digital Marketing certification.

This award has been credit rated by SQA at Level 4 on the Scottish Credit and Qualifications Framework (SCQF). SCQF level 4 corresponds to level 4 on the European Qualifications Framework (EQF).

Syllabus Advisory Council

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The Syllabus Advisory Council includes experts from;

For more information or to register for a course please contact us

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