

# Google AdWords Course for Beginners

Pay Per Click advertising can be one of the most effective forms of advertising. But without careful set up, ongoing testing and analysis it is very easy to waste money. As a beginner to intermediate course, this course is suitable for people with and without Google AdWords Experience and is for all who wish to get much better returns from Google AdWords. This course is also suitable for web designers wishing to know more about Google AdWords for the benefit of their customers.

This one day training course will enable you to avoid the pitfalls and deliver impressive results.

## How you'll benefit

The course will give you a step by step approach to building a cost effective Google AdWords Campaign – The way professionals do!

## Topics covered include:-

- **Pay per Click Advertising Introduction**  
The difference between natural and paid listings.  
Pay per Click Advertising – What it is? How Much It's worth?
- **Identifying Keyword Phrases**  
3 sources – Internal data, Competitors data and Online Keyword Research Tools.  
Why choosing the correct keywords is vital to success.
- **Competitive Research**  
How many people are advertising?  
How much are they paying?  
What are they saying in their ads?  
Are the ads any good?
- **Planning and Structuring Google AdWords Campaigns**  
The importance of setting up Campaigns and AdGroups correctly.  
How to ensure your campaign is cost effective.
- **Setting Bid Prices and Ongoing Management**  
Setting bidding strategies and tips for optimum Return On Investment (ROI).  
Remove and Refocus Strategy.
- **Writing to Attract Clicks**  
How to write AdWords Ads to increase Click Through Rate (CTR).  
How to test A/B splits of ads and Landing Pages. How to use testing to improve Return On Investment (ROI)
- **Tracking + Monitoring**  
How to set up tracking and reporting. How to review stats to continually improve ROI.

You will go back to your organisation with some great techniques and tips for the management and optimisation of your Google AdWords campaign. We get outstanding feedback from delegates attending this workshop – it really does show you how to make a campaign work for you.

This course is presented by a **Qualified Google AdWords Professional** with extensive experience of managing campaigns for a varied audience. Niddocks Limited is also a **Google AdWords Qualified Company**.

**Date:** Thursday 11<sup>th</sup> December 2008  
delegate

**Venue:** Kingsley Village

**Time:** 9.30am to 4.30pm **Cost:** £195+VAT per



For more information, to book or to discuss your requirements in more detail, please call **0845 258 1070** or e-mail **[info@niddocks.com](mailto:info@niddocks.com)**