

This half day course can be combined with

- Introduction to Web Analytics (half day)
- Natural Search Optimisation Workshop (one day)

to provide a comprehensive two day search engine marketing training programme

Introduction to Pay per Click Advertising with Google Adwords

Outline of agenda

- 1 What is PPC – its advantages and disadvantages – when to use it
- 2 Setting up an Adwords campaign and organising your ads
- 3 Targeting your ads – this is absolutely key to ensuring that you run cost effective campaigns
 - Geographical targeting
 - Time scheduling
 - Distribution
 - Keywords and matching options
- 4 Writing your ad – the right copy will increase click throughs from your target audience as well as reducing unwanted traffic
- 5 Money matters and controlling your Adwords spend
- 6 Tracking results – the key to achieving a good return on advertising investment is to carefully monitor and analyse what is working and what is not
- 7 A word on Click Fraud
- 8 Advanced options offered by Adwords

Workshop format

The workshop is designed to be interactive. Students are encouraged to participate by asking questions, particularly in relation to how the topic under discussion relates to their own website(s).

Workshop goals

At the end of the training, students will feel confident in setting up an Adwords campaign and in controlling its budget. The course is most suitable for those new to Pay per Click advertising and to those responsible for managing Pay per Click resources either provided in-house or by an agency. The course is not designed for advanced users and does not cover specialised management and bidding software.

Manual

A comprehensive training manual of all the material covered in the training is provided.

Venue

Basepoint Business Centre, Aviation Park West, Enterprise Way, Christchurch BH23 6NX.

Course fee

£150 plus VAT payable in advance

Discounts are available when two or more courses are taken together.