



# 









# About Course

Pay Per Click (or PPC advertising) is a form of paid digital marketing where advertisers pay a fee each time their ad is clicked. The term PPC can apply to paid ads on social media networks, like Facebook, Twitter and LinkedIn.

Retailers like Amazon (which spent over \$55 million on AdWords in 2011) and eBay (\$42.8 million) that carry a wide array of products have found a lot of success with PPC.

# PPC CURRICULUM

# Introduction To Pay Per Click Marketing

Understanding Search Engine Advertising
Entities Involved in PPC Advertising
Workflow of a PPC Ad
History of PPC
Properties of a Compelling PPC Ad
General Formula for Calculating PPC
Advantages of PPC
Introduction to Google AdWords

#### Introduction To Google AdWords

Understanding Google AdWords
Create a website for your ads
Create an AdWords account: How to sign up
Setting up currency and time zone
AdWords Hierarchical Structure
Submit billing information
Understanding your billing options
Type of AdWords Account
AdWords Account Creation

Tech Solutions Pvt. Ltd

AdWords Account Access Level & Difference Google AdWords Dashboard About campaign settings

#### PPC Terminology

Start with PPC technical terms

#### Google Networks

Google Search Network & Search Partner
Google Display Network
YouTube
Campaign & Ad type
Targeting Methods
Where your ads will appear
How costs are calculated in AdWords

#### Get Familiar With Account

Navigating your AdWords account
The Home tab
The Campaigns tab
The Tools tab
Your Billing page
About account settings
The Opportunities tab
The Display Network tab



# Start With First Campaign

Understanding the campaign objective Campaign Setup

#### Detail Explanation

Understanding different targeting methods:
Device, Location, language
Bidding & Budget
Ad Extension
Campaign Advance Setting
Ad Delivery method, Ad Scheduling & Ad Rotation

# Bid Strategy

Manual & Automated bid Strategies
Target search page location
Target CPA
Target ROAS
Target outranking share
Maximize clicks
Enhanced CPC

#### Ad Extensions

Location Sitelinks



# (10)

#### Ad Groups: Organize Your Account

Create a new ad group
How ad groups work
Understanding your ad group status

#### (11)

#### Introduction To Keywords

Type of Keywords w/ example
Keyword Research
Quality Score
Ad rank
Actual CPC Calculation
Keyword Bidding
Keyword Planner Tool
Traffic Estimator
Negative Keywords
Cross triggering



#### Introduction To Ad Text

Creation of Adcopy
Type of Ad Copy
Ad Preview & Diagnosis Tool
Dynamic Keyword Insertion
Expanded Ad Text
Diagnose Tool





#### Search Query Report Google Ads Policies

#### Landing Page

Use of landing pages
Types of Landing Pages
Elements of an Effective Landing Page
Testing the Landing Page
Google AdWords Landing Page Policy
A/B Testing
Landing page performance

#### Conversion Tracking

Understanding Campaign Objective
Type of conversions
Setup Conversion Tracking
Conversion source
Conversion windows
Attribution model
Conversion tracking tag
Tag Manager Configuration
Import Google Analytics Goals
Import Offline Conversions
Tracking Calls in AdWords & through 3rd party tools



(15)

#### Introduction To Shopping Ads/ Product Listing Ads

Benefits & Enhancements of PLA
Google Merchant Center
How to link GMC & AdWords?
Google Shopping Policies
Products Feed Specification & Attributes
Create Shopping Ads
Targeting Method
How to Refresh the Product Feed?
Advance Setting
Tips & Optimization

(16)

#### Introduction To Dynamic Search Ads

What is DSA
How it is different from search ads
When & Why to use DSA
Create DSA Campaign
DSA Targeting Method
Bidding & Advance setting
Structure & Optimization

(17)

#### Display Network



Creation of Display Network Display Planner (Placement Tool & Contextual Tool) Bidding Options Display Campaign Optimizer Conversion Optimizer Target and bid Targeting Tools Contextual Targeting Placement Targeting Remarketing Interest Categories Topic Targeting Geographic and Language Targeting Demographic Targeting Other Tools Combined Targets Exclusions

# Display Campaign Reporting

Keyword-Level Performance
Placement Performance
Reach and Frequency
Campaign Insights
View-Through Conversions

#### Cookies



#### Introduction to cookies

#### Remarketing Campaign

Standard remarketing
Dynamic remarketing
Remarketing for mobile apps
Video remarketing
Email-list remarketing

#### RLSA (Remarketing List For Search Ads)

Introduction to RLSA

#### Optimizing Remarketing Campaign

Optimizing Remarketing Campaign

#### Video Ads/ YouTube Ads

Understanding video campaigns
Linking YouTube channels to an AdWords account
Create a True View video campaign
Targeting your video ads
Measuring your video ads' performance
Optimizing your video campaign
Billing









#### (24)

#### Google AdWords Express

What is AdWords Express?
Compare AdWords Express and AdWords
Set up and manage account
Create account and manage settings
Business information
Ad text and headline
Ad audience and search phrases
Your budget and costs
View and improve results
Call reporting

#### (25)

#### My Client Center

What is MCC & Why use a manager account
How to create a manager account?
How to link and unlink to an AdWords account
or other manager account
Inviting users to your account
Managing account access levels
Managing your account structure
Creating an optional login AdWords account



#### Project And Campaign Tips

Data Analysis (Live Project)
Campaign Optimization Tips



#### (27)

#### Reporting

Segment
Dimension
Ad Extension
Filters
Customize Column



#### Microsoft Excel

Formula for Analysis
Pivot Table
H & V-lookup
Change History
Shared library
Bulk operations
Reports and uploads
Labels



#### AdWords Editor

Interface
Type list
Pop-out windows
Management and navigation
More powerful accounts manager
Open multiple accounts



Multi-select items
Tools and features
Make multiple changes
Undo and redo multiple changes
Smarter search
Keyboard shortcuts
Shared Library

#### Advance AdWords & Reporting

Automate Rule
Bidding Strategies
Attributes
Performance
Conversions
Call details
Competitive metrics
Search Funnels
Introduction to AdWords API
AdWords Script

# Google AdWords Certification

Google AdWords Certification Prep Questions Interview Question

Getting Started With Bing Ads



Introduction to campaigns, ad groups and importing campaigns
Bidding and traffic estimation
Writing an effective ad
Choosing keywords
Bing Ads policies

#### Bing Ads Features

Ad extensions and Product Ads
Introducing dynamic text
Bing Ads targeting
Keyword match options
Campaign exclusions
Unified Device Targeting
Remarketing
Bing Shopping and Product Ads
Automated Rules

#### Bing Campaign Optimization

Campaign optimization
Create a quality ad experience and find your ad
Click quality
Bing Ads reports
Bing Ads Intelligence Tool
Universal Event Tracking

Tech Solutions Pvt. Ltd.

# (35)

#### Bing Ads Editor And Billing

Introduction to Bing Ads Editor Setting Budgeting and billing



#### Getting Started With Facebook Ads

Introduction to Facebook Ads
Best Practices
Facebook Pages
Purchasing Ads
Managing Your Ads
Advertising Objectives
Targeting
Campaign Optimization
Reporting and Measurement
Additional Insights



#### Getting Started With Facebook Ads

Introduction to Facebook Ads
Best Practices
Facebook Pages
Purchasing Ads
Managing Your Ads
Advertising Objectives
Targeting



Campaign Optimization Reporting and Measurement Additional Insights

# Getting Started With Google Analytics

Traffic Sources
Contact

Content

Visitors

Goals & Ecommerce

Actionable Insights

Configuration and Administration

Google Analytics Account Hierarchy

#### How Google Analytics Tracking Code Works

Cleaning Up Your Data

Measuring Conversion

Measuring Traffic

Measuring Content

Measuring Visitors

# Managing Cookies And Tracking

Conversion Optimization Extracting Data

Best Practices





Marketing and Advertising
Engagement
Conversion
Content Experiments
Sharing with the Organization
Google Analytics Limitations
Google Analytics Advance Setting

Google Tag Manager

Container, Tags, triggers, variables, and the data layer
Measurement plan
Tag Implementation
Set up AdWords conversion tracking
Set up Dynamic Remarketing
Set up a GA Property variable
Setup Goal, event, cross-domain tracking















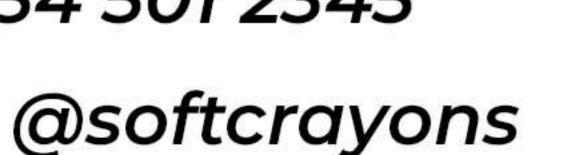


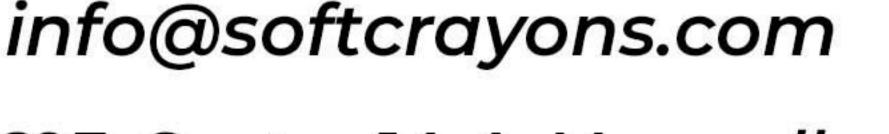




www.softcrayons.com









693, Sector 14-A, Vasundhara, Ghaziabad (U.P.), 201012