



PPC



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

① 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

② 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

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

3 **PPC Terminology**

Start with PPC technical terms

4 **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

5 **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

6 Start With First Campaign

Understanding the campaign objective
Campaign Setup

7 Detail Explanation

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

8 Bid Strategy

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

9 Ad Extensions

Location
Sitelinks

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Ad Groups: Organize Your Account

Create a new ad group

How ad groups work

Understanding your ad group status

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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

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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

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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

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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

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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

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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

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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

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Display Campaign Reporting

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

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Cookies

Introduction to cookies

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Remarketing Campaign

Standard remarketing

Dynamic remarketing

Remarketing for mobile apps

Video remarketing

Email-list remarketing

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RLSA (Remarketing List For Search Ads)

Introduction to RLSA

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Optimizing Remarketing Campaign

Optimizing Remarketing Campaign

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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

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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

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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

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Project And Campaign Tips

Data Analysis (Live Project)

Campaign Optimization Tips

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Reporting

Segment

Dimension

Ad Extension

Filters

Customize Column

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Microsoft Excel

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H & V-lookup

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Shared library

Bulk operations

Reports and uploads

Labels

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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

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Advance AdWords & Reporting

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

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Google AdWords Certification

- Google AdWords Certification Prep Questions
- Interview Question

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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

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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
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Bing Campaign Optimization

Campaign optimization
Create a quality ad experience and find your ad
Click quality
Bing Ads reports
Bing Ads Intelligence Tool
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Bing Ads Editor And Billing

Introduction to Bing Ads Editor
Setting Budgeting and billing

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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

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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

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Getting Started With Google Analytics

Traffic Sources
Content
Visitors
Goals & Ecommerce
Actionable Insights
Configuration and Administration
Google Analytics Account Hierarchy

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How Google Analytics Tracking Code Works

Cleaning Up Your Data
Measuring Conversion
Measuring Traffic
Measuring Content
Measuring Visitors

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Managing Cookies And Tracking

Conversion Optimization
Extracting Data

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Best Practices

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

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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




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