

Google AdWords Training Course

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£195

Learn Google AdWords and how it can benefit your business in just 1 day with our informative 'hands on' training course complete with 6 months support for when you need a little help!

Course includes:

- 1 Day Google Ads Training
- Help with your 1st Campaign
- 6 months support
- Post course review

RRP £1,500 + VAT

Online Marketing Training

Choosing the right Online Marketing strategy for your business is essential, therefore a comprehensive understanding of what is available to you is critical. Google has become an essential element of any Online Marketing Strategy and with over an 85% UK search market share, has now become a priority for most business. Learning to identify and correctly target new business from the Internet has mostly been left with technical staff, however in order to lead a business during competitive times many are seeking professional training in order to improve efficient communication, strategic direction and saving business costs. This course and support package will provide the right skills, intel and knowledge to make informed decisions for your business.

Our Google AdWords Training Package

The training packages benefits:

- Understanding Google and its place within your business.
- Fundamental knowledge to sell your business online via the Google Network.
- Tried and tested experience from an expert Google AdWords Professional (GAP).
- Best practices to increase your enquiries whilst lowering your spend.
- Support and Advice when you setup your first Google campaign.
- 6 Months support to answer all of your questions.
- Post course review meeting.

Who should attend?

Course designed for non-technical staff and therefore no prior knowledge required

This course is suitable for:

- Business Directors & Managers
- Website Owners
- Business Development staff
- Sales & Marketing staff
- Entrepreneurs

Book Now!

"The complete Google Training Package to enhance any business at an unbelievable price"

What will you learn?

Introduction to Search Advertising & Google AdWords

Online Advertising

Attributes of Search Advertising

Search Engine Marketing (SEM = SEO + PPC)

Definitions in Google AdWords

Google AdWords Advertising Fees (CPC and CPM)

Costing Rates for Keywords

The Basics of Google AdWords

Keywords

Keyword Match Types

Text Ads – Restrictions and Rules

Landing Pages

Structure of a Google AdWords Account

The Google Content Network

Ad Position and Quality Score

Building a Google AdWords Campaign

Creating a Google AdWords Account

Proper Account Structure

Creating a Keyword List

Writing Effective Text Ads

The Landing Page

Creating a Campaign Step by Step

Ad Targeting (Geo-Targeting / SEARCH and the Google CONTENT Network)

Our tutors

The training course is run by a fully qualified GAP accredited PPC professional with over 7 years worth of experience managing client campaigns. The practical understanding gathered from many years of hands on work will be invaluable in providing clarity, insight and working methods that have been tried and tested over time.



Your course package covers:

- Free Parking.
- Refreshments. (unlimited Tea / Coffee / Biscuits)
- A choice of a 2 x course hot or cold buffet lunch served in the hotel restaurant.
- Internet cafe and connection throughout.

Eligible for funding?

To be eligible for the funding you must:

- Employ between 5 and 999 staff.
- Be from an EU country, or have lived in an EU country for the last 3 years.
- Have not previously received Leadership and Management funding support.

Course Details

Duration: 1 Day from 10am-4pm
Availability: 10 Delegates per Course
Location: DeVere - Cheadle House, Cheshire
Date: Ask for next available dates

Book Now!