



+ 91 9895490866



join@nestsoft.com, Infopark, Kerala.

Syllabus - Google Certification Training

Section 1: Introduction to Paid Marketing

- What is Paid Marketing
- Advantages of Paid Marketing
- Paid Marketing Channels
- Paid Bidding Strategies
- Direct Campaign Vs. Branding Campaign

Section 2: Introduction to Google AdWords

- Account creation
- Billing methods
- AdWords interface tour
- Basic AdWords Terminology
- The latest updates in AdWords
- Account structure in AdWords
- AdWords Account Range
- Account creation
- Billing methods
- AdWords interface tour
- Basic AdWords Terminology
- The latest updates in AdWords
- Account structure in AdWords
- AdWords Account Range

Section 3: Creates Search Marketing Campaign

- Types of Campaigns
- Search, display, shopping, online video
- Location settings
- Language settings
- Networks and Devices

- Bidding Strategies
- Budget settings
- Ad Scheduling
- Ad Extensions
- Ad Delivery and Advertising Rotation

Section 4 : Set up AdGroup and keywords

- Ad groups structure
- For example Adgroups
- Keyword match types
- Mutual competition
- Text match
- Exact match
- Negative match
- Wide match modifier
- Keyword Planner
- Keyword research process

Section 5 : AdWords understands the auction and bidding

- AdWords auction
- What is the Rank Rank?
- What is Quality Score?
- Factors affecting the QS
- The original CPC
- Relationship with QCs and CPCs
- Bidding method
- Flexible bidding strategies

Section 6: Ad format and guidelines

- Ads structure
- Type of ad space
- Character limit
- Landing Page Quality
- Examples of bad and bad ads
- Ads creation guidelines

Section 7 : Ad Extensions

- Place
- Site links
- Call

- Application
- Reviews
- Call extension
- Call out extension

Section 8 : Campaigns, ad groups and keywords and dashboard

- Filters and Segments
- Column Customization
- Search terms
- Auction Insights
- Keyword reports
- Automated rules
- Keyword diagnosis tool
- In the dimensions tab

Section 9 : Conversion tracking

- What is conversion?
- Types of conversion
- Conversion tracking
- Conversion reports
- Practical Case Study
- ROI calculation

Section 10 : Display ads / remarketing / mobile marketing

- Setting up a Display Network Campaign
- The concept of CPM and branding
- Targeting types
- Keyword Based
- Interest and remarketing
- Topics
- Placements Targeting
- Demographics
- Ad formats for the display network
- Display ad builder
- Display Planner Tool
- Remarketing Campaign
- Dynamic Remarketing
- Mobile App Campaign
- Mobile ad formats

Section 11 : Video marketing

- The importance of video marketing
- Setting up a video campaign
- YouTube Targeting Methods
- Bidding type
- YouTube ads type
- Reporting and analyzing

Section 12 : Shopping campaign

- Shopping campaign setup
- Google Merchant Center
- Product groups
- Ad formats
- Reporting and analyzing

Section 13 : AdWords Tools

- Opportunities
- Change history
- Account access levels
- Display Planner
- Ad preview and diagnosis
- My Client Center

Section 14 : AdWords Certification Exam

- AdWords Certification Exams
- Exam format and pass percentage
- Sample exam questions
- PPC interview questions
- PDF exams guides

Training Fees / Duration (Rs. 2,500/- Onwards)

- Internship for BTech, MTech, MCA, BCA, Bsc, B.Com, M.Com, MBA Students
- Duration: 1 Week to 6 Months
- Internship Training on real projects
- Training / Internship by Experienced Professionals
- Online / Live / Direct Classes

Our Unique Features

- Training by 3 to 18+ Years of Industry Experts
- 500+ More Projects / Clients
- 1000+ Success Stories
- Placement Assistance with our own Job Portal (jobsNEAR.in)
- Advanced level Training
- Individual Attention
- #1 Online Live Training in Kerala, Since 2001
- Completed 500+ Seminars
- Completed Seminar 25000+ Students
- Internship on Real Time Projects
- Kerala's first online live training institute

