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MULTIMEDIA AND OPEN SOURCE ACADEMY

Google AdWords

CERTIFICATION TRAINING

Level 1: Google AdWords Beginner

INDEX

What is Google AdWords?

Where customers see your ads?

Text ads in Google Search Results

Shopping ads in Google Search Results

Video ads in YouTube

Image ads in Blog / Websites

AdWords Terms

How much it cost to Advertise on Google Network?

How it works?

How to sign up for Google AdWords?

AdWords Account Structure

- Example AdWords Account Structure

The Google AdWords Interface

Search Network Campaign

Create your first Search Network Campaign

Ad Status

What happens next?

Ad Policies

Editorial & technical requirements

Example Ads Policy Violation

Ad Rank

Bid

Quality Score

Landing Page Experience

Keywords

Keyword Planner

- How to use the Keyword Planner?

Ad Preview and Diagnosis Tool

Frequently Asked Question

Quiz

Correct Answers

Further Reading

What is Google AdWords?

- AdWords is an **online advertising** tool that helps businesses connect with their customers. You create your online ad, tell AdWords who you want to reach, and AdWords brings your ads to them. That's basically it.
- Advertisers bid on certain **keywords** in order for their clickable ads to appear in **Google's search results**. Since advertisers have to pay for these clicks, this is how Google makes money from search.
- AdWords is one of the most powerful online marketing tool to reach your targeted audience in **different platforms**.

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Shopping ads in Google Search

Students only

Students only

Students only

AdWords Terms

Students only

AdWords Terms

Students only

How much it cost to Advertise on

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How to sign up for Google AdWords?

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for online transactions. Call your bank to activate or try another card.

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Create your first Search Network

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Create your first Search Network Campaign - Goal

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Create your first Search Network Campaign

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Create your first Search Network Campaign

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Create your first Search Network Campaign

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Create your first Search Network Campaign

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Create your first Search Network Campaign

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Ad Status

Students only

Students only

Ad Policies

Students only

Editorial & technical requirements

Students only

Example Ads Policy Violation

Students only

Ad Rank

Students only

Bid

Students only

by 2 other factors.

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Landing Page Experience

Students only

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How to use the Keyword Planner?

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How to use the Keyword Planner?

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Maximum Cost Per Click setting.

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Ad Preview and Diagnosis Tool

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Students only

Can I use mix language in AdWords Text Ads?

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Can I sell supplements or medicines?

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Which client would you advise to use radius targeting?

Students only

Which of these metrics is especially important to clients who

Students only

In order to appeal to customers on mobile devices, it's

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Someone searches on “laptop computers” and clicks an

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Further Reading

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Level 2: Google AdWords Intermediate

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Enhance your ad with extensions

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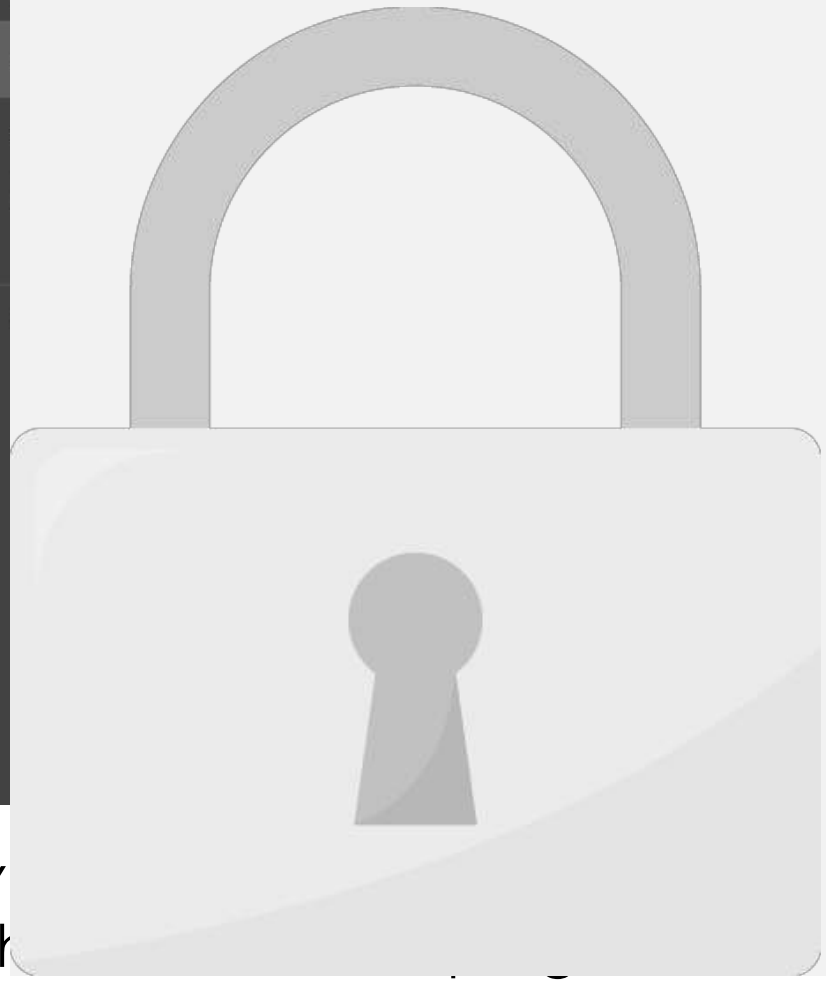
Setup a Call Extension



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Setup a Location Extension

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Setup a Sitelink Extension

Students only

Students only

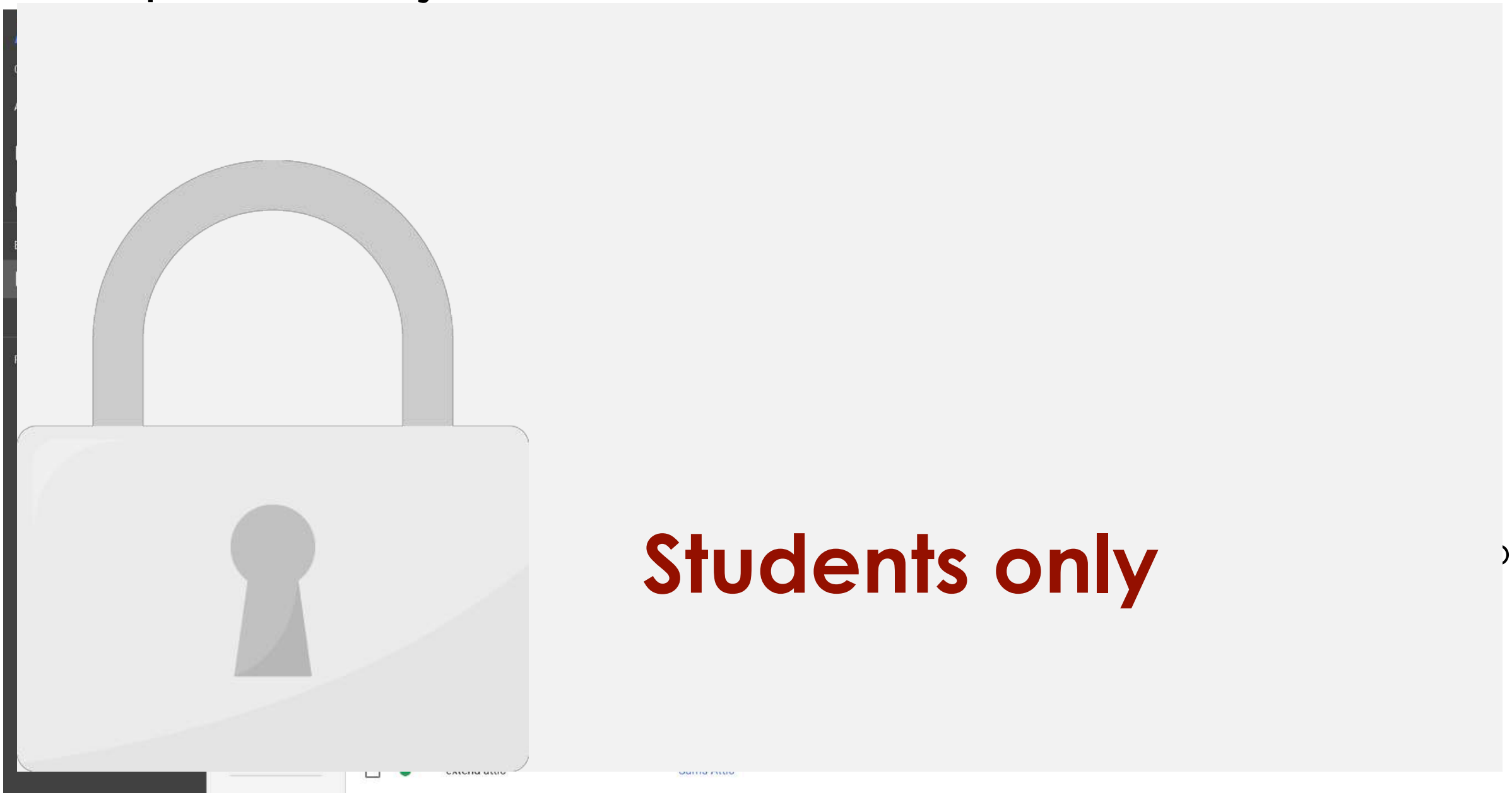
Setup Ad Scheduling

Students only

Bid Adjustments

Students only

Setup Bid Adjustment



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Cost per Thousand Impressions (CPM)

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ADD ALL

Create Display Network Campaign

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Audiences in Display Network

Students only

Create Display Network Campaign

Students only

Create Display Network Campaign

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Create Display Network Campaign

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Create Display Network Campaign

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Display Network Campaign Top P

Google AdWords

Students only

Large Mobile Banner (320x100)

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How to add managed placements

Google AdWords

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How to add managed placements

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Create Video Campaign

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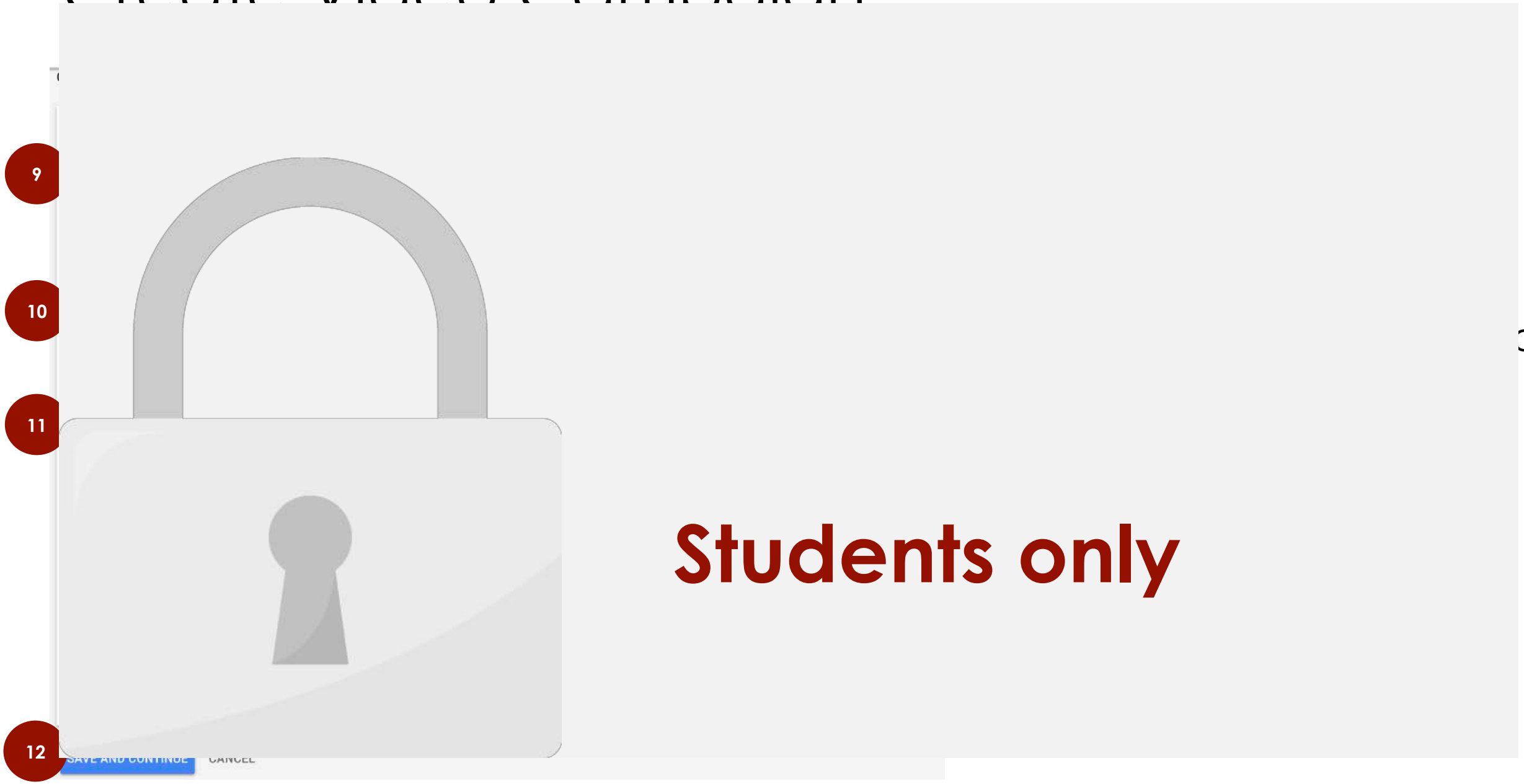
Create Video Campaign



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Video Ad Formats

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You can win a higher ad position in the auction with a

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Further Reading

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Level 3: Google AdWords Advanced

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Conversion Trackina

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Conversion Trackina

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Set up conversion tracking for your

Google AdWords

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Set up conversion tracking for your

Google AdWords

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CREATE AND CONTINUE CANCEL

Set up conversion tracking for your

Google AdWords

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Set up conversion tracking for your

Google AdWords

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Set up conversion tracking for your

Google AdWords

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Target CPA bidding

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Target CPA bidding Example

Google AdWords

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Setup Target CPA

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Students only

Create new Remarketing List

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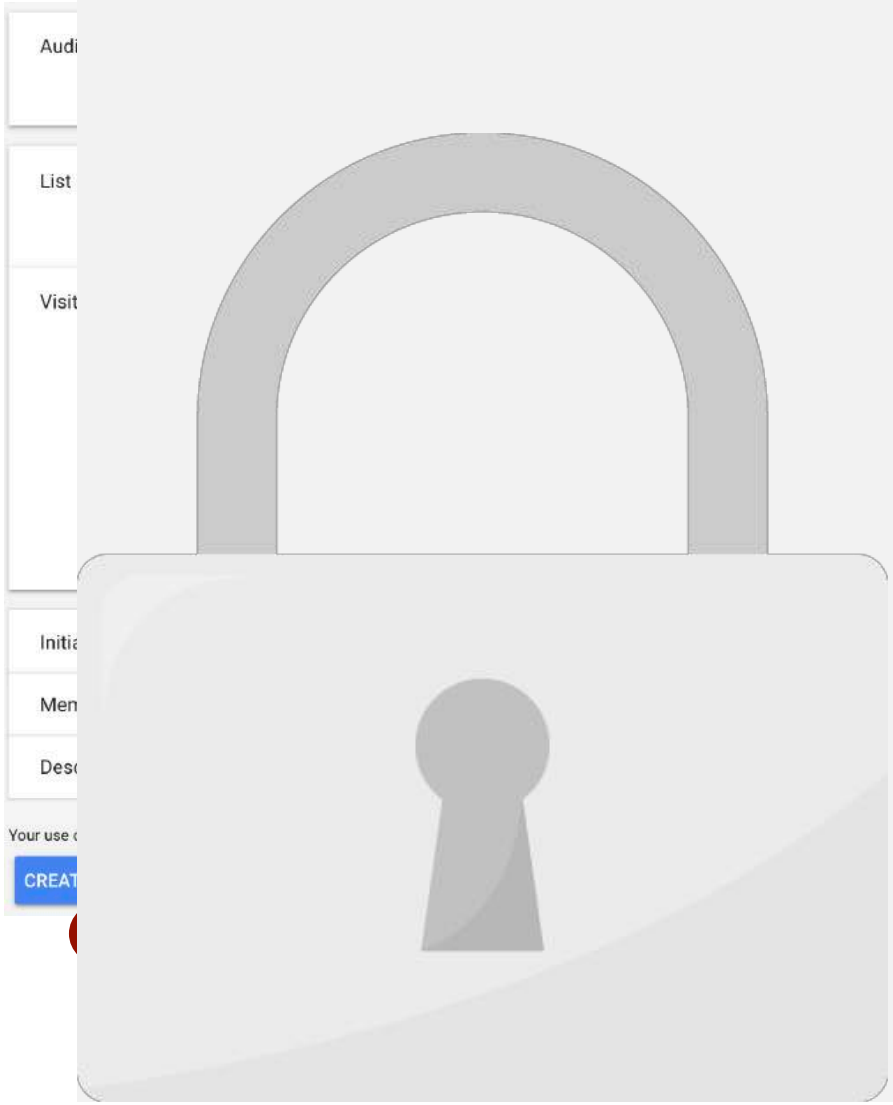
Google AdWords

Create new Remarketing List



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Using Remarketing Audiences

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AdWords Editor

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https://adwords.google.com/intl/en_my/home/tools/adwords-editor/

Using AdWords Editor

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AdWords Manager Account

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Setup AdWords Manager Account

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Setup AdWords Manager Account

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Using AdWords Manager Account

Students only

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How to read reports?

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How to read Auction insight report?

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How to read Auction insight report?

Google AdWords

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2. What information does a target cost per acquisition

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Further Reading

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