

“Online Advertising with Google Adwords”

“A Laser Targeted, Cost Effective Way to Boost Your Business”



The world of online advertising and ecommerce has changed the way we do business, and its here to stay – **isn't it about time you jumped on board?** If you're not already advertising online, chances are your competition is.... You cannot afford to be left behind!

This Online Marketing workshop has been specifically designed for small business owners wanting a more cost effective way to promote their business, find new customers and increase sales. Learn how to leverage the power of the internet to reach, attract and communicate with customers in a way you never thought possible.

Duration

1 day

Learning outcomes

At the completion of this workshop attendees should be able to:

- accurately describe how the Pay-Per-Click advertising model works
- conduct in-depth keyword and market research
- use the Google Adwords Traffic Estimator
- conduct effective competition analysis
- use other online research tools
- set up a business Adwords account
- establish a search network campaign
- create individual ad groups
- learn how to write compelling ads
- add keywords to ad groups
- determine keyword types and their various applications
- estimate ad campaign costs
- set and adjust keyword bids
- conduct split testing
- enable campaign conversion tracking
- activate and link to Google Analytics
- understand and interpret the advertising and analytics data

Target audience

The Online Marketing with Google Adwords workshop is designed specifically for business owners, managers and marketers who are looking for a more cost effective way to promote their business and wish to take advantage of the most powerful direct marketing machine on the planet. The workshop covers the critical elements of researching your target market, the basics of setting up a Google Adwords accounts, creating your first campaign and then tracking the results.

Course pre-requisites:

Online Marketing with Google Adwords assumes no prior knowledge of Pay-Per-Click advertising or the Google Advertising interface. Participants must have an active website or blog and a basic understanding of personal computers and the Windows operating system.

As participants will be creating an Adwords account and creating active ads, a credit card will be required with a minimum of \$30 credit available for account activation and the purchase of advertising credits.

Pro-efficient Professional

The Future ON TRACK – TRAINED ✓

Ph: 0419 797 932 Email: info@sutherlandcomputers.com.au

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This course will cover the following topics:

Introduction

How PPC has Changed
Advertising Forever
The Art of Direct Marketing
History of Online Advertising

Traffic, Conversion and Economics

What is Your End Game?
Defining a Purpose and Setting the Goal
History Will Repeat
Extracting Your Existing Numbers
Calculating Visitor Value
Total vs Unique Visitors
Establishing Conversion Indicators
Setting Conversion Values
Calculating Cost Per Lead
Measuring Customer Value

Keyword Research

Identifying the Ideal Customer
Configuring Google Keyword tool
Local and Global Search Volume
Finding Keywords
Selecting the Right Keywords
Google Traffic Estimator Tool

Market Analysis

Checking out the Competition
Adwords Advertisers
Competition
Using KeywordSpy.com

Google Account Set Up

Getting Started
Setting Geographic Locations
Language Settings
Networks, Devices and Extensions
Setting Your Daily Budget

Crafting Ads

Creating a Campaign
Keyword Rich Headlines
Benefits and Features
Display URLs
Landing Page and Destination URL
Adding Broad, Phrase, Exact, Negative Keywords
Setting Search Network
Keyword Bid Levels
Creating a Split Test

Landing Pages

Product Segmentation
Customer Segmentation
Landing Page Optimisation
Entering the Customer Conversation
Call to Action

Managing the Metrics

Campaign, Ad Group & Keyword Status
First Page Bid Estimates
Clicks
Impressions
Click Through Rate (CTR)
Quality Score
Average Cost Per click (CPC)
Average Cost Per Thousand (CPM)
Campaign Cost
Average Position

Results Tracking

Conversion (many-per-click)
Cost Per Conversion
Conversion Rate
Activating Google Analytics
Campaign Tracking Codes

Related Courses:

To give your Adwords campaigns and your website the best chance of success, undertaking our **Search Engine Optimisation (SEO) course** is a must. Learn how to optimise your web pages so that Google can rank them higher in search results and drive targeted traffic to your business. Learn the secrets to obtaining a front page listing in Google by attending the "SEO & Google" 1 day workshop.

One of the most effective uses of SEO is its application to Blogs. Learn how to create a highly optimised blog and discover how a blog can enhance your web presence, drive traffic to your website and ultimately increase sales. Learn the art of blogging by attending the "**Blog Master**" 1 day workshop.

Cost per student: \$300.00

To make a booking please
contact us on
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