

2009/10 Training Courses: **BOOK HERE**

Google Adwords



Used correctly, Google Adwords can play an essential role in your online marketing strategy.

It offers subscribers the opportunity to promote their websites within minutes of setting up an account.

To get the most out of your account however, and avoid potentially expensive mistakes, it is critical that your account is configured and managed correctly. Our course takes you through every aspect from account creation for new users through to advanced campaign management techniques, enabling you to fully maximise your return on investment (ROI).

Target Audience

This course is aimed at anyone interested in using Google Adwords as an online advertising platform. No technical ability is required.

Course Outline

- What is Google Adwords?
- How does Adwords work?
- Creating your Google Adwords account.
- Identifying cost-effective keywords and phrases.
- Creating your first campaign.
- Setting budgets and bid prices.
- Effective copy-writing.
- Use of relevant landing pages to increase ROI.
- Ways to reduce your Cost-per-Click (CPC).
- Split-testing your ads.
- Working with conversion tracking and reporting tools.

Location: Rotherham / **Course Duration:** 1 Day / **Cost:** £295 + VAT
(You may qualify for a 60% **Train2Gain grant** towards the cost of this course).

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