



An Introduction to Pay-Per-Click Marketing (PPC)

Duration: 1 Day

Pay Per Click advertising, usually via Google Ad-words is a great way to improve the quality of the clicks through to your website. This course provide its attendees with the skills and tools to launch, and manage their own pay per click campaign and structure it in a way which ensures value for money. Google Adwords is a great way to manage your online marketing budget and measure the results until the campaign is doing exactly what you want it to do.

Who is the course for?

This course is designed for anyone who is looking to increase targeted and relevant visitors to their website. If you are an online marketing manager or an online marketing novice we will be teaching you how to create and manage a successful Pay Per Click campaign.

What will the course cover?

- An Introduction to Pay Per Click
- Creating your own ad campaign
- Keyword selection
- Bidding
- Landing Pages and what they do
- Writing PPC marketing ads
- Google Quality scores

What will you learn?

By the end of the course you will be able to:

- Confidently bid on strategic keywords for your business
- Create your own Google Ad word campaign with effective keywords and a dynamic PPC ad
- Write quality landing pages and test their effectiveness
- Boost your campaigns effectiveness by getting higher quality clicks, lowering costs, and improving your quality score

Call now – 01437 720 033