



Google AdWords for Advanced Users

Overview

Our Advanced AdWords™ course is designed for those already familiar with the basics of Google's advertising platform, but who have not achieved the ROI required for their business.

Prerequisites

You should be familiar with the basic functionality of Google AdWords™, for example, how to create a simple campaign and ad group. This course is tailored to your business and marketplace, including a review of your AdWords™ account and website during the training.

Course outline

- Google's network and advertising programmes;
- Key concepts in Google AdWords™;
- Understanding Google's Enhanced Campaigns (New in 2013);
- AdWords™ Tiered Account Model (TAM);
- Defining your business and advertising criteria;
- Keyword discovery, mining and segmentation;
- AdWords™ account review;
- Building profitable Google AdWords™ campaigns;
- Campaign optimisation techniques;
- Writing effective advertising copy;
- Developing landing pages that convert;
- Associated Google services.

Format and price

This is a full-day course conducted at your premises. Facilities permitting, we'll train up to 5 members of your team at no extra charge. The price of this course is **£459.00** excluding travel (charged at cost).

Coverage

Our training courses are available in greater London, the Midlands and across the East of England.

90-day support guarantee

From experience, we know that no matter how good the training, you'll still have questions once you start building your own AdWords™ campaigns. Our price therefore includes 90 days unlimited email support following your course.

Bookings and enquiries

Call us on **0844 815 9343**, visit [our website](#) or email us on enquiries@rise-marketing.co.uk.

