



# Getting Started with Google AdWords

## Overview

Our Getting Started course will provide you with a complete introduction to Google AdWords™. Save time and money by learning how to develop profitable campaigns for your business.

## Prerequisites

No experience necessary.

## 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;
- An introduction to keyword research;
- Keyword discovery, mining and segmentation;
- Building your first Google AdWords™ campaign;
- Campaign optimisation techniques;
- Writing effective advertising copy;
- The role of landing pages;
- 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](mailto:enquiries@rise-marketing.co.uk).

