



# Getting Started with Google AdWords

## On-site training course

### 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 AdWords™ campaigns for your business.

### Prerequisites

No experience necessary. We recommend you create a Google AdWords™ account in advance of the training, and install Google Analytics and AdWords™ Conversion Tracking on your website, or ask your administrator to do so.

### Course outline

- Google's network and advertising programmes;
- Key concepts in Pay-Per-Click (PPC) and Google AdWords™;
- AdWords™ Tiered Account Model (TAM);
- Defining your business and advertising criteria;
- An introduction to keyword research;
- Keyword discovery and mining;
- Building your first AdWords™ campaign;
- AdWords™ campaign optimisation;
- How to write effective PPC ads;
- The role of landing pages;
- Combining AdWords™ and Search Engine Optimisation (SEO);
- Associated Google services.

### Coverage

Our Google AdWords™ training courses are available in greater London, the Midlands and across the East of England. We're happy to travel to any part of the UK, however, we may have to make an additional charge to cover our time and travel.

### Format and price

Getting Started with Google AdWords™ is a full-day course conducted at your premises. Facilities permitting, we'll train up to **3 members of your team at no extra charge**.

The price of this course is **£459.00** excluding travel (charged at cost).

### 30-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 **30 days unlimited email support** following your course.

### Book your course

Visit our website or email us on [enquiries@rise-marketing.co.uk](mailto:enquiries@rise-marketing.co.uk).

