



## ❖ **Go Digital Course Content**

- **Google Ads/Marketing Course Outline**
- **Introduction to Google Ads/Pay per Click Campaign**
- **Define PPC metrics (CPC, CPM, and CPA)**
- **Advertising and its benefit.**
- **What are the keywords, competitor's research, and creating?**
- **Define Mobile Marketing Campaigns.**
- **Write efficient Ad Copy & Ad Extensions**
- **Conversion Tracking, Bidding, and Reporting**
- **Adwords PPC Management**
- **Create your own Adwords Campaigns, Ad groups, and Keywords**
- **Work with Keywords Planner Tool and working on KPI and other ways of creating Keywords**
- **Track and learn Ad performance and Quality Score within Google AdWords**
- **Research and Competitive Analysis while writing Ads and contents**
- **Make your Ad more performing and higher returns ROI**
- **Ad Previews and Diagnosis**
- **Integrate Conversions and Goals.**
- **Working on Report and Measuring Tools**