



PPC Course Detail:

After completion of the course, students will be able to know ;

- How to setup PPC Campaigns?:
- How to Manage Adgroup and Ads In PPC?
- Terminologies used in PPC
- How to do keyword analysis using keyword planner tool
- How to Use PPC as Business Development Tool?
- How to Make Effective Ads?
- Quality Score & Ad Auction?
- Bidding strategies
- Importance of Ad extensions
- Understanding Search and Display Network
- How to Get The Maximum returns on Investment?

PPC Course Content:

- Introduction to Pay Per Click (PPC)
- AdWords terminologies
- AdWords account creation
- Campaign Setup
- Adgroups and Keywords setup
- Ad formats and Ad creation guidelines
- Google AdWords exam certification assistance



Course Highlights:

Level	Intermediate
Pre-Requisites	Good Communication skills
Course Duration (Hrs.)	40
Project / Assignment (Hrs)	80
Trainer Experience	8+ years
Batch Size	5-10
Certificate	Yes