

# Google Ads – Advanced

## Description

The aim of this training is to be able to optimize a Google Ads display campaign.

### Niveau

Avancé

### Course Content

- Module 01: Keyword strategies presentation
- Module 02: Operating Mode (Auction systems, Quality Score Google)
- Module 03: How to daily optimize its campaign
- Module 04: Advanced Strategies (remarketing, audience data, etc.)
- Module 05: Determine its actions
- Module 06: Ads preparation
- Module 07: Improve your analysis and optimization by selecting the best KPI
- Module 08: Optimization: learn how to make best choices

### Documentation

- Digital courseware included

### Participant profiles

- Marketing professionals
- Communication professionals
- Business managers
- Web masters
- Community managers
- Web Project Managers
- Independents
- Project leaders
- Startups
- Professional reconversions

### Prerequisites

- Managed a website
- Good knowledge of internet browsing

### Objectives

- Get in one day, Google Ads training practice
- Get tips and tricks to optimize campaigns and apply them to their own Google Ads
- Acquire Web Analytics basic knowledge and Conversion Tracking
- Understand the benefits of defining the objectives of a campaign and make measurable

### Classroom Registration Price (CHF)

700

### Virtual Classroom Registration Price (CHF)

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650

**Duration (in Days)**

1

**Reference**

GMP-02