

Program Duration

- 21 hours

Venue

Tutors Panaretos Educational Center –
Vasileos Konstantinou 62,
3076, Limassol

Cost fee

€315 Original Price with no subsidy

€63 for beneficiaries HRDA subsidy
(subsidy €252)

*Free for unemployed candidates under
conditions*

Contact Us

Tutors Panaretos Educational Center

Tel: 357 25 736661, Fax: 357 25 336896

Email: tutors@tutors.ac.cy

Web Address: www.tutors.ac.cy

In this course, you will create a Google AdWords account and an AdWords campaign. You will create both text and image ads, and target campaigns to specific audience segments by using advanced AdWords features. You will refine and optimize all aspects of your AdWords campaigns from ads, to keywords, to bidding, to budgets. You will also use advanced tools to manage AdWords accounts and data.



Participation

This course is designed for marketing professionals with basic end-user computing skills who will create and manage search ads, run pay-per-click search campaigns, and optimize and report on those campaigns with Google AdWords.

Description

- Creating a Google AdWords Account
- Creating Ad Campaigns
- Optimizing Keywords
- Analyzing and Reporting Campaign Performance
- Targeting by Language and Location
- Enhancing Campaigns with Ad Extensions
- Creating a Display Network Campaign
- Measuring Campaign Performance