PPC COURSE CONTENTS

Possible Softtech Training has fully interactive one-to-one PPC training sessions. Our PPC course training is Flexible to meet the demands of fresher's and working professionals, ppc Course training can be started any time from the date of enrolment. Students having Prior Knowledge of internet, surfing, Chatting and social marketing will be an added advantage. All ppc course Students should have passion and interest in learning online marketing, consumer Behavior, online business and its concepts. Having a good written English skills and basics of MS-word, MS-Excel, and MS-PowerPoint is a big plus.

We offers a number of Advance & Corporate PPC training programs & courses to help you take advantage of and develop your own in-house or personal knowledge base in search engine Marketing, either to further the benefit of your own organization, or as part of your personal development and career strategy in web design, development or online marketing. Our search engine training programs & courses are designed to bring you up to speed on how search engines are operating, which ones matter, and most importantly how to Business and Buy Traffic to your website from Major Search Engines.

Why to choose us:

The PPC course offered by SEM Specialist provides its students complete and thorough knowledge of Search Engine Marketing, which is essential for the success of online business. Knowledge and understanding of the workings of search engines and the PPC skills that the course develops ensures clear understanding of search engine Marketing.

OUR PPC TOPICS WE COVER:

Section 1:

- An Introduction to Pay Per Click Marketing
- What is Pay Per Click Marketing?
- What Does a Pay Per Click Ad Look Like?
- The Origins of Pay Per Click Marketing
- The Advantages of Pay Per Click Advertising
- List of Major Pay Per Click Search Engines

Section 2:

- An Introduction to Google AdWords
- Features of Google AdWords
- Google AdWords Terminology
- Clicks vs. Impressions
- AdWords Account Creation
- AdWords Distribution Channels
- The Google Network
- The Google Search Network
- The Google Content Network
- AdWords Location and Language Targeting
- AdWords Region and City Targeting
- AdWords Customized Targeting
- The Benefits of AdWords AdWords
- Editorial Policy
- Further Reading

Section 3:

- How to Set Up an AdWords Account
- Account Set Up Preparation
- AdWords Account Structure
- AdWords Account Creation
- Use of Multiple Campaigns
- AdWords Account Navigation
- Further Reading

Section 4:

- Writing Your Google Ads
- Headline (25 characters)
- First Line (35 characters)
- Second Line (35 characters)
- Display URL
- Destination URL
- Dynamic Keyword Insertion
- Other Ad Tips
- Adding Keywords To Your Ad Group
- Tracking Individual Keywords
- Adding Negative Keywords To Your Campaigns

Section 5:

- Landing Page Creation for PPC Campaigns
- Features of an Effective Landing Page:
- Reinforced Ad Message
- Punchy Headings
- Short Paragraphs
- Enticing Copy
- Calls to Action
- Tested, Tweaked and Tested Again
- Split-Testing

Section 6:

- PPC Campaign Conversion & ROI Measurement
- What is a Conversion?
- What is ROI?
- Set Goals for Your Site
- Create Navigation Pathways
- Tracking Your Visitor Activity
- Tracking URLs
- Tracking Your Sales / Conversions
- How to Calculate Your ROI
- Key Site Metrics to Look At Regularly
- Further Reading

Section 7:

- Doubts Sections

Student Benefits:

1) *Work on live projects and get hands on experience*
2) *Course Materials Provided*
3) *Weekdays & Weekend classes Available*

It would be great if you can provide an opportunity to best take care of your career growth in evergreen Internet Marketing (SEO/SEM) Platform.

To Take Advantage of SEO Courses and PPC Training contact us:

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Website: www.possiblesofttech.com/

I'll also be happy to answer any other questions you might have.

Looking forward for your response

Thanks and Regards,

Sangram Keshari