

Course Code: **M301**

Master Google Ads Basics to Maximize Revenue, Conversion and Boost ROI

COURSE INFORMATION

Sessions
1 day

Duration
7.5 hrs

Level
Beginner

Assessment
NA

VENUE

Address: 3/5 Esan Close, College Estate, Off Oko Oloyun Street, Off Isheri-Igando Expressway, Igando Lagos, Nigeria 100216.

WHAT'S THIS COURSE ABOUT

Topic 1 Introduction to Paid Per Click (PPC) Marketing and Google Ads

What is Pay Per Click (PPC) marketing?

Where does PPC fit in the funnel?

Is PPC right for your business?

Understanding your target audience

Distinguish PPC and SEO

Introduction to Google Ads

How Google Ads appear

Benefits of using Google Ads

Topic 2 Objective of PPC Strategy Campaign and Keywords Research

Define your goal

Define your customers

Set realistic expectations

Craft the buyer journey

How to do keywords research

Pick the...

COURSE FEE

Full Fee NGN 170,000.00

CERTIFICATION

- **Certificate of Completion from Tertiary Courses** - Upon meeting at least 75% attendance and passing the assessment(s), participants will receive a Certificate of Completion from Tertiary Courses.

REGISTRATION

<https://www.tertiarycourses.com.ng/google-adwords-essential-training-course.html>



SCAN TO REGISTER

SUPPORT

Email: info.tertiarycourses.ng@gmail.com

Tel: +234 813 093 230