

The Classes

Pay Per Click (PPC)

Google Adwords

Introduction to Online Advertising & Adwords
Adwords Account and Campaign Basics
Adwords Ad Formats
Policies and Ad Quality Issues
Adwords Targeting and Placement
Adwords Bidding and Budgeting

Optimizing Performance
Mobile Advertising
Display Advertising on the Google Display Network
Performance Monitoring and Conversion Tracking
Overview of Local Business Listings and Maps
Selling and Representing Adwords

Microsoft adCenter

Introduction to Microsoft adCenter
Editorial Guidelines
Landing Page Relevance and Quality Guidelines
Intellectual Property Guidelines
Getting Started – Accounts and Campaigns

Click Quality
Tracking Performance
Optimizing Performance
Budgeting and Billing
Microsoft adCenter Desktop

Facebook Ads

Communicating Value of Display
Plan a Campaign
Generate Creative's

Implement a Campaign and Ad Groups
Measure Performance
Optimize and Refine

LinkedIn Ads

Communicating Value of Display
Plan a Campaign
Generate Creative's

Implement a Campaign and Ad Groups
Measure Performance
Optimize and Refine

Course Name – Pay Per Click (PPC)

Course Duration - 10 to 12 Classes (2.5 to 3 Months)

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