



Google Ads Advanced

Duration : 1 day

Course Overview

Drive better results for your business from your Google Ads campaigns.
Gain valuable insights into how to improve your ad campaign's performance.

Prerequisites

Delegates should have attended the Google Ads Introduction course, or have equivalent knowledge.

Objectives

Upon successful completion of this course, delegates will be able to:

- Review and optimise account structure
- Use efficient and time-saving techniques
- Analyse ad performance to make improvements
- Create custom reports for data analysis
- Integrate insights from Google Analytics

Course Content

Introduction

Review of basic skills and reports
Review of account structure and current set up

Managing your Google Ads account

How to administer manager and standard accounts
Adding and removing users
About the account map
About billing and company information
Account preferences
Examining the change history log

How are your ads performing?

Looking at historical keyword performance
Which ads are working best?
Responsive Search Ad performance
Which extensions are helping?
Where is the money being spent?
Are you on budget, over budget or under budget?
Resolving issues

Work more efficiently

Copying and pasting in Google Ads
Setting up and using assets from the shared library
Re-using and/or re-assigning extensions
Creating a reusable negative keyword list

Set up custom reports

Custom reports in Google Ads
Building a dashboard
Exporting reports to documents
Dynamically exporting data to google sheets



Integrating Google Analytics

- Linking Google Analytics to Google Ads
- Switching on data sharing in Google Analytics
- Looking at Google Ads reports in Google Analytics
- What is Google Tag Manager (GTM) and how can it help you?
- Adding a remarketing tag to your website with GTM
- Setting up conversion tracking
- Setting up Smart Goals in Google Analytics
- Importing Smart and other goals into Google Ads

Integrating other services

- Linking Google Search Console to Google Ads
- Linking Youtube to Google Ads
- Setting up a Merchant Account for product ads
- Other integration possibilities

Bidding methods in more detail

- Using conversion based bidding
- Working with ROAS (Return on Ad Spend)
- Understanding Target impression share
- Manual bidding and the keyword planner revisited

Audiences and remarketing lists

- Adding a new search campaign and setting a key objective
- Working through the campaign settings
- Adding an Adgroup and some keywords
- Remarketing smart lists (RLSA)

Other types of campaigns

- About display Ads
- Setting up and running Merchant accounts and product ads
- About Video Ads

Questions & Answers