

Pay-Per-Click Ads Training

Awarding Institution Selecta Training

Training Institution Selecta Training

Course Code PPC-01

Course Language English

Notes This training program aims to provide and enhance the best Pay-Per-Click Ads training to the young minds in Pakistan.

Program Awards

Title	Type	Description
Pay-Per-Click Ads Certificate	Vocational	PPC Specialist

Learning Outcome

- Recognize the function that Pay per Click plays in the world of search marketing.
- Create and execute PPC campaigns that boost high-quality clicks and quality scores.
- Create PPC ads that are highly effective and promote click-throughs while constantly testing
- Create a bid management plan to maximize the number of high-quality visitors and reduce spending.
- Find the KPIs that will help you improve your PPC performance, measure them, and take appropriate action.

Entry Requirements

Anyone who is willing to launch his/her professional career as a PPC ads specialist. No specific academic background requirements. However, you should be at least 16 years old and understand the basics of technical computer knowledge.

Course Overview

Module-1

- Key Concepts
- Budgets
- Strengths of PPC
- Scheduling
- Keyword Research
- Display Networks
- Google PPC
- Ad Center
- Research Tools
- Campaign Management

Module-2

- Search Campaign Process
- Conversion Tracking
- Keyword Selection
- Conversion Metrics
- Ad Copy
- Bidding
- Landing Pages
- Analytics
- Targeting
- Laws & Guidelines