

# Chindlers

## Google ADS

**Program: Google ADS**

**Title: Google ADS**

**Prerequisites: Basic Computer Skills**

**Certifications Upon Completion: certificate of completion**

**Length of Course: 45 Hours**

**PRICE: \$799**

### **COURSE OBJECTIVE:**

Have you ever wondered how is it that Google always seems to be able to read your mind? In the Google Certification course you will evaluate how Google functions as a search Engine from understanding Organic Search Results to evaluating how it is that Google archives its information. The Google Ads Certification will ensure that you are prepared to understand how to increase your revenue through paid advertisement to Google.

### **PROGRAM DESCRIPTION:**

This course prepares individuals to successfully use the software .

### **INSTRUCTIONAL STRATEGIES:**

Our institution has developed its own e-learning platform ([www.tutoracademy.org](http://www.tutoracademy.org)) together with a combination of class lectures, hands on with a computer, one on one demonstrations, and in-house lab experiences applicants can accomplish certification.

### **PROGRAM LENGTH**

The following hours are recommended program lengths. It is understood, however, each student learns at his or her individual pace and there will be students who successfully complete the program in fewer or more hours that what is recommended.

## METHOD OF EVALUATION

Our onsite testing program through(Pearson Vue) will evaluate and certify each candidate, reports will be produced to assist candidates in becoming certified.

## GRADING FORMULA

Percentage %	Grade
90+	A
87-89	A-
84-86	B+
80-83	B
77-79	B-
74-76	C+
70-73	C
65-69	D+
60-64	D
<59	F

## Course content

[Collapse all](#)  
137 lectures

45:20:13

<a href="#">Introduction to Google Ads</a>	<a href="#">11:19:13</a>
<a href="#">Welcome to Google Ads Masterclass!</a>	<a href="#">Preview</a> 12:45
Digital Advertising Superstars Facebook Group	00:58
<a href="#">How to Make the Most of This Course, Plus a Sneak Peak of What's to Come!</a>	<a href="#">Preview</a> 19:46

<a href="#">Google Ads Formula Calculator</a>	<a href="#">Preview</a>	13:56
AdWords Formula Calculator I Built For You		00:27
What is Google Ads?		12:12
Where do Google Ads Show Up?		12:56
<a href="#">Complimentary AdVenture Media Account Audit (exclusions apply)</a>	<a href="#">Preview</a>	06:12
<b>≡ <a href="#">Creating and Setting Up Our First Google Ads Account</a></b>		<b><a href="#">04:56:01</a></b>
Download Course Slides!		00:17
<a href="#">Creating Your Firs Gooogle Ads Account</a>	<a href="#">Preview</a>	08:31
<a href="#">Understanding the Google Ads Account Hierarchy</a>	<a href="#">Preview</a>	08:13
Using Your Website Navigational Structure to Structure Your Google Ads Campaigns		20:03

Understanding Network Settings	13:50
Understanding Location Targeting	12:25
Configuring Location Targeting in Google Ads	09:47
<a href="#">Viewing Location Reports in Google Ads</a>	<a href="#">Preview</a> 14:52
Understanding Advanced Location Options	16:00
Setting and Configuring Languages	03:57
Setting Your Daily Budget and Understanding How Daily Budgets Work in Google Ads	12:51
Finding Your Hourly Reports in the Google Ads Interface	05:59
Using Google's Default Bid Strategy (Clicks) And Optional Max CPC Bid Limit	05:45
Bidding Strategies: Target Search Page Location	05:36
Bidding Strategies: Target ROAS	10:26
Bidding Strategies: Target CPA	04:54
Bidding Strategies: Target Outranking Share	07:32
Bidding Strategies: Maximize Clicks	05:27
Bidding Strategies: Enhanced CPC Bidding	04:34
Bidding Strategies: Manual	04:38

CPC Bidding	
Campaign Start and End Dates	01:36
Introduction to Dynamic Search Ads!	07:38
Understanding Sitelink Extensions	14:08
Callout Extensions	05:01
Call Extensions	08:29
Structured Snippet Extensions	06:06
App Extensions	02:28
Message Extensions	08:40
Location Extensions	05:05
Location Setting Exercise	00:59
Promotion Extensions	09:44
Price Extensions	11:58
Understanding Ad Rotation Settings	04:56
The Basics of Ad Scheduling	10:59
Understanding the Basics of Device Targeting	15:19
Understanding Campaign URL Options	07:17
Quiz #3: How Well Do You Know Your AdWords Basics?	5 questions
<b><u>Structuring Your Ad Groups Like A Professional</u></b>	<b><u>29:54</u></b>

Ad Group Structure Basics and Organization		13:57
Ad Group Structure Ideas		06:52
Creating Our First Ad Group in Google Ads		09:05
<b><u>How To Write Killer Ads in Google Ads!</u></b>		<b><u>21:36:17</u></b>
<a href="#">The Anatomy of Google Text Ads</a>	<a href="#">Preview</a>	07:00
Compliance in Google Text Ads		05:31
<a href="#">Requesting a Manual Review of Your Ads and Expediting the Process</a>	<a href="#">Preview</a>	02:33
Best Practices for Successful Text Ads		14:03
Real Life Case Ad Copy Case Study: Medical Equipment Company		15:17
<a href="#">The BJ Fogg Behavioral Model</a>	<a href="#">Preview</a>	38:36
Creating Our First Ad in Google Ads		13:17
Quiz #2: Testing Your Ad Writing Skills		10 questions
<b><u>Setting Up Your AdWords Billing</u></b>		<b><u>05:11</u></b>
Configuring Your Billing Details in Google Ads		05:11
<b><u>Keywords in Depth - The Heartbeat of Your Account</u></b>		<b><u>07:03:00</u></b>
<a href="#">Keyword Basics: Keywords vs Queries</a>	<a href="#">Preview</a>	08:44
<a href="#">The Basics of Keyword Research</a>	<a href="#">Preview</a>	11:05

The Basics of Keyword Planning		12:58
<a href="#">The Basics of Keyword Organization</a>	<a href="#">Preview</a>	06:30
<a href="#">Understanding Keyword Match Types</a>	<a href="#">Preview</a>	12:12
Keyword Match Types: Broad Match		09:12
Keyword Match Types: Broad Match Modified		06:15
Keyword Match Types: Phrase Match		06:30
Keyword Match Types: Exact Match		11:52
Keyword Match Types: Negative Match		12:18
Using the Search Term Report to Find Negative Keywords Part 1		15:17
Using the Search Term Report to Find Negative Keywords Part 2		17:17
Understanding Negative Keyword Lists		11:55
Traffic Sculpting: Negative Keywords at the Ad Group Level		18:10
Adding Negative Keywords at The Ad Group Level		09:13
Traffic Sculpting Using OPTMYZR		07:18
Keyword Research: Google Suggestions, Google Related Searches and Autocomplete		14:03

Using Additional Research Tools to Get Negative Keyword Ideas	11:40
Keyword Research: Using the Google Keyword Planner 1	19:56
Keyword Research: Using the Google Keyword Planner 2	15:45
Keyword Research: Downloading Keyword Ideas from the Google Keyword Planner	16:07
Keyword Planning: The 6 Main Ways People Communicate With Search Engines	16:30
Keyword Planning: Understanding the Buyer Funnel	11:51
Keyword Planning: What Keywords Can Teach Us About Buying Intent	11:51
Keyword Planning: Using SEM Rush to Get Volume and Cost Estimates	18:13
Keyword Planning: Using SEM Rush to Get Keyword Ideas from Your Competitors	19:24
Keyword Planning: Using Google Keyword Planner to Get Volume & Cost Estimates	17:11
Keyword Organization: Getting Keywords Into Excel & Understanding Keyword Themes	16:38
Keyword Organization: Formatting Keywords in	11:29



Excel		
Keyword Organization: Using Pivot Tables to Visualize Your Campaign Structure		12:05
Keyword Organization: Using Mergewords to Generate Keyword Lists		13:34
Keyword Bidding Basics: Setting Your Initial Max CPC Bids		19:57
Quiz #3: Understanding Keywords		15 questions
<b><u>Account Structure - How To Structure Ad Groups Like A pro</u></b>		<u>39:35</u>
<a href="#">Account Structure: How To Create A New Ad Group Within Your Campaign</a>	<a href="#">Preview</a>	07:27
Importing Your Keyword Lists From Excel Into Your New Ad Group		10:48
Creating Multiple, Relevant Ads For Your New Ad Groups		13:11
How To Navigate Between Ad Groups, Keywords and Ads Within A Campaign		08:09
<b><u>The Incredible Dynamics Of The AdWords Auction</u></b>		<u>01:30:34</u>
<a href="#">Introduction To The AdWords Auction</a>	<a href="#">Preview</a>	20:08
Understanding Quality Score: Click Through Rate And Ad Relevancy		15:28
Understanding Quality Score: Landing Page Quality		07:04
Understanding Ad Rank and		12:04

How It Is Calculated		
When You Could Ignore Low Quality Scores (and when you can't!)		09:14
Advanced Techniques: Diagnosing Low Quality Score With Excel Pivot Tables (1/3)		08:02
Advanced Techniques: Diagnosing Low Quality Score With Excel Pivot Tables (2/3)		11:25
Advanced Techniques: Diagnosing Low Quality Score With Excel Pivot Tables (3/3)		07:09
<b><u>Expanding And Refining Your Campaigns</u></b>		<u>01:32:39</u>
<a href="#">Navigating The AdWords Dashboard</a>	<a href="#">Preview</a>	15:58
How To Edit, Pause And Enable Keywords, Ad Groups and Campaigns		15:14
Editing The Essential Campaign Settings		06:18
How To Create New Campaigns That Will Improve Your Results		15:21
How To Use Your Website To Make The Best Campaigns Possible		15:45
How To Set Up Powerful Custom Schedules For Your Campaigns		11:56
Understanding Bid Adjustments And Using Them To Enhance Your Custom Schedules		12:07

<b>-</b>	<b><u>Negative Keywords - Your Greatest Ally</u></b>		<b><u>41:34</u></b>
	<a href="#"><u>Understanding Negative Keywords In-Depth</u></a>	<a href="#"><u>Preview</u></a>	14:19
	Using Broad, Phrase and Exact Match With Your Negative Keywords		06:50
	Adding and Removing Negative Keywords and Negative Keyword Lists		20:25
<b>+</b>	<b><u>Making Your Ads Unstoppable With Multiple Ad Extensions</u></b>	<b><u>6 lectures</u></b>	<b><u>48:25</u></b>
	<a href="#"><u>Introduction To Ad Extensions</u></a>	<a href="#"><u>Preview</u></a>	06:22
	The Benefits Of Using Ad Extensions		08:14
	Different Types Of Ad Extensions and Best Practices		05:55
	Adding Sitelink Extensions		08:19
	Configuring Your Sitelink Extensions For The Best Results		11:22
	Adding Callout Extensions And Phone Extensions		08:13
<b>+</b>	<b><u>Remarketing – Your Secret Weapon To Converting Like A Boss</u></b>	<b><u>5 lectures</u></b>	<b><u>01:05:31</u></b>
	<a href="#"><u>The 5 Primary Forms Of Remarketing</u></a>	<a href="#"><u>Preview</u></a>	15:55
	Realizing The Benefits And Importance Of Remarketing		12:49
	How To Create And Add Your Remarketing Tag		09:28
	Creating Your First		13:28

Remarketing Audience		
Configuring Your Remarketing Campaign Settings		13:51
<b>+ <u>Keeping Track Of Profits With Conversion Tracking</u></b>	<u>6 lectures</u>	<u>01:14:20</u>
<a href="#">Understanding The Basics Of Conversion Tracking</a>	<a href="#">Preview</a>	14:22
<a href="#">Exploring The Different Conversion Actions Visitors Take On Your Site</a>	<a href="#">Preview</a>	14:22
Setting Up Conversion Tracking For Form Submissions		17:51
Generating And Installing Your Conversion Tracking Tag		09:10
<a href="#">Understanding The Basics Of Phone Call Tracking</a>	<a href="#">Preview</a>	09:02
Setting Up Phone Call Tracking And Understanding How To Analyze Conversion Data		09:33
<b>+ <u>Profitable Bidding Strategies</u></b>	<u>4 lectures</u>	<u>45:02</u>
<a href="#">Return On Investment (ROI) vs. Return On Ad Spend (ROAS): Important Distinction</a>	<a href="#">Preview</a>	14:58
<a href="#">How To Mathematically Calculate ROI and ROAS</a>	<a href="#">Preview</a>	09:07
Calculating Max CPC Bids From Your Conversion Rate And Conversion Value		11:49
Calculating Profitable Keyword Bids Based On Revenue Per Click		09:08

<b><u>+ Using AdWords Scripts To Enhance Performance and Increase Optimization Speed</u></b>	<b><u>3 lectures</u></b>	<b><u>30:32</u></b>
<a href="#"><u>Introduction To AdWords Scripts - What Are Scripts?</u></a>	<a href="#"><u>Preview</u></a>	04:58
Bidding To Average Position AdWords Script Part 1		11:36
Bidding To Average Position AdWords Script Part 2		13:58
<b><u>+ Conclusion ... Goodbye For Now!</u></b>	<b><u>1 lecture</u></b>	<b><u>03:22</u></b>
Conclusion		03:22
<b><u>+ Bonus Material!</u></b>	<b><u>3 lectures</u></b>	<b><u>59:12</u></b>
Part 1. Understanding Search Queries and What We Learn From Searcher Language		18:02
Part 2. Accessing The Search Query Report and Understanding Long Tail Keywords		18:18
Part 3. Qualifying Your Ad Text and How To A/B Split Test Your Ads		22:52

