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## SEM – PPC Course Outline

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**It's a matter of just 3 weeks to be a an Expert in SEM PPC Marketing**

Get yourself **ENROLLED** in the advance SEM PPC marketing course;

See below our detailed course outlines

- Introduction to Pay Per Clicks (Google AdWords)
- PPC Metrics
- Google AdWords Advertising
- Keyword, Research and Creating Campaign
- Keywords Types
  - [Exact Match]
  - "Phrase Match"
  - Broad Match
  - +Modified Broad
  - -Negative
- AdWords Account Creation, Set-up and Campaign Management
- Google Analytics
- Keywords
- Ad Group
- Ad Network
  - Search Network
  - Display Network
- Campaign
  - Manual CPC
  - Maximize Clicks
  - Maximize Impressions
  - Maximize Conversion
  - CPA
  - Time Zone
  - Multiple Timings in 1 Campaigns
  - Campaign Days Management
  - Campaign Time Management
  - Ad Management
  - Creating Ads
    - Text



- Responsive
- Call Ads
- Negative Keywords
- Ad Extension
  - Site-links
  - Callouts
  - Call
  - etc.
- Dynamic Ads
- Campaign Enabling / Disabling
- Overview Dashboard
- Irrelevant Searches Removal

