

Google Adwords Principles



Google is the highest trafficked website in the world. Learn how to put your message effectively in front of your potential customers using the Google Adwords platform. Smart businesses have already started making use of Ads in the Google platform to increase brand awareness, drive traffic, get leads, and increase sales. This is your chance to learn about the Adwords platform and start benefitting from this opportunity before your competition does. Don't miss out. Seats are limited. Sign up today.

Outlines

Understanding Adwords Advertising Concepts

- How Adwords work
- Understanding CPC and CPM
- Understanding CTR
- Understanding Conversion Rate

Effective Keyword Research

- Understanding the Keyword Intent
- Evaluating the Keyword Traffic
- Understanding Keyword Psychology
- How to perform Market research

Effective Ad Writing

- How to write an effective ad
- Understanding the importance of relevance
- Optimizing the ad for CTR

Landing Page Factors

- How to design relevant landing pages
- Optimizing landing pages for conversion
- Evaluating landing page performance

Performance Evaluation

- How to evaluate campaign performance
- Understanding the value of the lead
- Understanding the lifetime value of the customer

Date: 4th December- 8th
Duration: 4 Hours per sessions
Location: Amman- Jordan

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