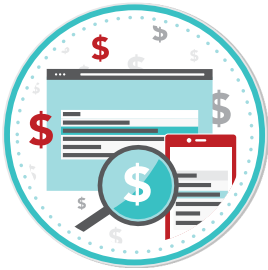


Paid Search (PPC)



2 Lessons

NEW

Lesson 1 31 min

Lesson 2 33 min



Learn about

Paid Search provides advertisers with a great opportunity. When a person types a query into a search engine they are signalling a need - a need that clearly indicates to brands that this user is actively seeking a product or service.

It gives brands the perfect opportunity to be in the right place at the right time, and to deliver relevant and useful messaging to users in their moment of need. But to do that, you need to appear on the search results page - and ideally, you should be near the top.

By the end of these two lessons you will understand:

- ✓ How to set up your Google Ads account
- ✓ How to research and decide on the right keywords and write your ad copy
- ✓ About the different targeting options offered by Google
- ✓ Understand what Ad Rank is and how it determines ad placement on the results page
- ✓ What Quality Score is and how it can be improved
- ✓ How to test and optimise your ads



Lesson Overview

Lesson 1: Creating Your Ads

An introduction to paid search. We explore everything from how to set up your Google Ads account, to how to decide on your keywords and write your ad copy and ad extensions.

In this lesson you will learn:

- ✓ How to set up your Google Ads account to maximise your success
- ✓ How to build a meaningful list of keywords
- ✓ How to identify the best keyword match types for your campaigns
- ✓ How to write your ad copy and attract those all-important clicks

Lesson 2: Winning that Top Spot on the Results Page

A close look at how you ensure your ad appears at the top of the results page and the different factors at play.

In this lesson you will learn:

- ✓ How to ensure your ads are shown to the right audience
- ✓ What Quality Score is and the steps you can take to improve it
- ✓ How Ad Rank determines ad placement on the results page
- ✓ About the different bidding strategies available on Google Ads
- ✓ How to test and optimise your ads