

Paid Search (PPC)



1 Lesson

NEW

Lesson 1 28 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. In this lesson you'll learn how to build a successful page search ad, from how to set up your Ads account, to researching and deciding on the right keywords to bid on to writing your ad copy.



Lesson Overview

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