

Module 1 : Introduction to Google Ads

Module 2 : How to create Google Ads Account

Module 3 : Working of Google Ads & Concept of Ad Rank

Module 4 : Different Types of Google Ads

Module 5 : Importance of Landing Pages

Module 6 : What is CTR, How to calculate CTR, Viewable and Relative CTR

Module 7 : Great Strategy to Improve Quality Score

Module 8 : What is Google Search Networks (GSN) & Display Networks (GDN)

Module 9 : Understanding Search Ads

Module 10 : Search Ad Creation, Optimization, & Reporting