

Complete Google AdWords Professional Certification



COURSE GUIDE



MURPHY
COLLEGE



your career starts here

Key Features:

Training from the best in the biz (really).

The foremost leading expert in AdWords, Brad Geddes, teaches you how to become a digital advertising professional.

Easily become AdWords certified.

Google certified, hands-on simulations make passing your Google AdWords exams a cinch!

Complete Google AdWords Professional Certification Training

Get Google AdWords certified quick, easy and hands-on with the complete Google AdWords Professional Certification

Want to jumpstart your digital marketing career with training in one of the world's most powerful online advertising networks? Our Complete Google AdWords Professional Certification Training covers all bases to pass your Google exams with flying colours and become an AdWords professional! You'll get a 360-degree exposure of the Google Pay per Click network including the major aspects of the Google advertising network like Search, Display, Mobile and Video.

With practical, high-quality e-learning content and five hands-on simulations in-line with Google certifications, we prepare you to get accredited as an AdWords professional with ease. This is the course for anyone wanting to break into the digital marketing industry or fast-track their mastery of online advertising.

Delivered in partnership with:



Course at a glance



13

HOURS

instructor-led training



6

SIMULATIONS

simulation exams



5

PREPARATIONS

certification preparations



180

DAYS

of access

Become a complete Google Advertising Professional

Gain a solid grasp of the Google AdWords as we cover all aspects of the world's most powerful online advertising network including, Search, Display, Mobile and Video.



Get ready to:

- Prepare for top Google AdWords certification exams like AdWords Fundamentals, Search certification, Display certification, Video certification and Mobile certification.
- Get to know the Google AdWords interface like the back of your hand and how to manage your AdWords account.
- Learn how to formulate, plan and execute a variety of campaigns for your clients or business using the Google advertising network.
- Gain an in-depth understanding about the different types of bidding methods and how to incorporate them into your marketing strategy.
- Discover how to target users via different channels to market and re-market your product or service.
- Receive the best, hands-on training and experience you can find to get digital job ready!

Google Adwords Certified Professional

This course prepares you for the Google AdWords Certified Professional Exams. After the completion of the course you need to sign up for Google Partners and qualify 2 of the AdWords certification exams to become an AdWords certified professional – the AdWords Fundamentals exam and one of the following: Search Advertising, Display Advertising, Mobile Advertising, Video Advertising, or Shopping Advertising. There is no registration cost for Google AdWords Certification Exams.



Course Syllabus

MODULE 1**ADWORDS FUNDAMENTALS**

LESSON 1	Introduction to AdWords	LESSON 8	Campaign types and settings
LESSON 2	Account structure	LESSON 9	Advertising metrics
LESSON 3	Keywords and match types	LESSON 10	Bidding and bid modifiers
LESSON 4	Creating text and search ads	LESSON 11	Quality score
LESSON 5	Ad extensions	LESSON 12	AdWords reports
LESSON 6	Display ads	LESSON 13	AdWords tools
LESSON 7	Display targeting	LESSON 14	Optimizing your account

MODULE 2**ADWORDS SEARCH ADVERTISING**

LESSON 1	Introduction to search	LESSON 7	Advertising metrics
LESSON 2	Keywords and match types	LESSON 8	Bidding and bid modifiers
LESSON 3	Creating search ads	LESSON 9	Quality score
LESSON 4	Ad extensions	LESSON 10	AdWords reports
LESSON 5	Account structure	LESSON 11	AdWords tools
LESSON 6	Campaign settings	LESSON 12	Optimizing your account

MODULE 3**ADWORDS SEARCH ADVERTISING**

LESSON 1	Introduction to display	LESSON 7	Rich media ads
LESSON 2	Account structure	LESSON 8	YouTube and video ads
LESSON 3	Campaign settings	LESSON 9	Bidding and ad rank
LESSON 4	Introducing display targeting	LESSON 10	Display reports
LESSON 5	Advanced display targeting	LESSON 11	Display tools
LESSON 6	Display text ads	LESSON 12	Optimizing your account

MODULE 4**ADWORDS MOBILE ADVERTISING**

LESSON 1	Introduction to mobile advertising	LESSON 7	Google networks and ad formats
LESSON 2	Using mobile ads to drive business	LESSON 8	Types of mobile ads
LESSON 3	Campaign settings	LESSON 9	Measurement
LESSON 4	Targeting and bid strategies	LESSON 10	Measurement continued

MODULE 4**ADWORDS VIDEO ADVERTISING**

LESSON 1	YouTube advertising basics	LESSON 7	Reservation video ads
LESSON 2	Video campaign overview	LESSON 8	Improving and optimizing campaigns
LESSON 3	Video ad formats	LESSON 9	Tracking and measurement part 1
LESSON 4	Video remarketing	LESSON 10	Tracking and measurement part 2

Learn from the best

Brad Geddes, SEO & PPC

Expert PPC Marketer, Founder of Certified Knowledge, Author

Brad Geddes has been a prominent figure in the Search Engine Marketing industry since almost its inception. He's the author of Advanced Google AdWords, the founder of Certified Knowledge, a regular columnist on Search Engine Land and has been a speaker at more than 60 AdWords seminars. His specialisation lies in education: both empowering businesses and our students to be successful online.



Frequently asked questions

Are these training classes live or will I watch pre-recorded videos?

These are pre-recorded videos which you can watch at your own pace. You can easily rewind and go over topics which you think require more attention.

Can I cancel my enrollment? Will I get a refund?

Yes, you can cancel your enrollment if necessary. We will refund the course price after deducting an administration fee.

What is covered under the 24/7 Support promise?

We offer 24/7 support through email, chat, and calls. We also have a dedicated team that provides on-demand assistance through our community forum.

What's more, you will have lifetime access to the community forum, even after completion of your course with us.



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