



WSP Course Outline for Advanced Google Adwords

First Day Lecture

- Welcome to the Google AdWords course
- How to get started with Google AdWords
- How to create a campaign the effective way
- How to write super powerful ads
- Keywords the heart of your AdWords campaign

2nd Day Lecture

- Setting up payments and billing
- Creating your Google AdWords conversion campaign
- Google Adwords bid strategies advanced
- Enhancing your advert with ad extensions
- How you should approach your campaign results
- Remarketing the advanced way to achieve conversions