

## Advertising with Google Ads («GO2»)

Learn about the power of Google Ads for your organization. The course will teach you the basics of using Google's diverse advertising opportunities to reach your customers at the right time, in the right place.

**Duration:** 1 day

**Price:** 750.–

**Course documents:** Digital Handouts

### Content

- Introduction and basics
- How does a search engine work? Which search engines are there besides Google?
- Auction, quality factor, click rate and co: The introduction to Google's ad system
- Ads in Google Search, Google Display Network, Google Shopping, YouTube
- Keyword research incl. practical instructions with concrete examples
- Campaign structure, keywords, ad texts, ad extensions
- Strategies and objectives
- Conversion tracking and performance measurement
- Introduction to analysis with Google Analytics and Google Data Studio
- Introduction Mobile, E-Commerce

### Key Learnings

- Knowledge of the most important basics of various advertising options with Google
- Identifying the benefits of Google for your organization
- Integrating Google Ads into existing channels and leverage your goals
- Best step-by-step process for creating your first Google Ads campaign
- Presentation of the mediated content in a practice-oriented context

### Target audience

This course is designed for individuals who wish to undertake and professionally implement operational communication and marketing responsibilities in the field of digital advertising.

### Additional information

**Please bring your own laptop.**

You can use your laptop to store what you have seen and learned during the course and use it immediately for your daily work in the company. If you do not have a laptop, we can provide you with a computer. Please contact [info@digicomp.ch](mailto:info@digicomp.ch) after registering for the course.

### Further courses

- [Optimization of Google AdWords campaigns \(«GO3»\)](#)

### Any questions?

We are happy to advise you on +41 44 447 21 21 or [info@digicomp.ch](mailto:info@digicomp.ch). You can find detailed information about dates on [www.digicomp.ch/courses-media-](http://www.digicomp.ch/courses-media-)

