

## **Pay Per Click Advertising Part 1**

- Significance of Keywords & Match Types
- Creating Effective Ad Copy & Ad Extensions
- Campaign Strategizing
- Learning Conversion Tracking, Bidding, and Reporting
- Utilizing the Display Network

## **Pay Per Click Advertising Part 2**

- Managing an Account
- Understanding Quality Score
- Creating Your Account Strategy & Launching & Monitoring Accounts
- Testing & Advanced Landing Page Strategy
- Knowing varied Tools & Other Networks