RM SKY TECH
You Think. We Do.

SEARCH ENGINE MARKETING & GOOGLE ADS COURSE

DURATION: 24 HOURS

FOR WHOM:

- Anyone interested in becoming a Online advertising expert should take this course.
- Anyone who wants to become a specialist in Digital Marketing
- Anyone who is looking to market their business with the use of Google Adwords
- Small business owners / entrepreneurs looking for highly-qualified traffic to their website or product landing page
- Social Media and Marketing managers looking to run campaigns for their companies
- Freelancers looking to run campaigns for clients

ENTRY REQUIREMENT:

Basic understanding of computer and internet is essential.
Website designing and basic knowledge of SEO would be an added lead.

COURSE OVERVIEW:

The course teaches you Search Engine Marketing, and especially, how to use Google AdWords to meet your marketing objectives. This is an in depth course, with practical hands on guide. You can expert to start running campaigns for top brands after undergoing this program. I have ensured that only the crux of digital marketing is included in the program, so that you only work on what is necessary and are not overloaded with a lot of material which you can never finish. Its a course meant for Search Engine marketers, entrepreneurs or students willing to get into the magic world of online advertising and digital marketing.

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COURSE CONTENT:

- Search Engine Marketing Overview
- Pay-per-click overview
- Getting to Know Ads
- Landing Page and Its Importance
- Researching Keywords
- Keywords Planner Tool
- Planning a Search Campaign
- Creating Ad Group
- Optimizing for Performance
- Using Display Ads
- Tests and Assessment
- Google Ads Tools and Commands
- Bid and its Management
- Settings & Audiences
- Auto Targets
- Exploring Dimensions
- Segments and Filters in Ads
- Payments and other Issues, etc.

MEDIUM OF INSTRUCTION:

English & Tamil

TEACHING METHODOLOGY:

Face to Face Classroom Training

LEARNING ENVIRONMENT:

Our ergonomically designed class rooms are fully air-conditioned, equipped with white boards and Well Equipped Computer Lab.

QUALIFICATION / EXPERIENCE:

A facilitator and assessor of this course will possess the following:
a) An educational qualification equivalent to a degree
b) Certification in Google Ads / Experienced in SEM & Google Ads.

KEY PERSON IN CHARGE:

Mr. Raja Bharathy & Manikandan

CLASS SIZE:

UPTO 20 PERSONS

COURSE ATTENDANCE:

75%

ASSESSMENT ADVICE:

Online test

Course Fee:

INR 6,000/-

CONTACT

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