



Advanced Pay Per Click (PPC) Certification Training

simpli|learn

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Program Overview:

The Advanced PPC Course will transform you into an industry-ready paid marketing professional. Featuring a clear learning path designed by industry experts, this PPC certification course will fast-track your digital marketing career with hands-on experience in managing paid marketing initiatives.

Program Features:

- > 10+ hours of high-quality self-learning content
- > 24 hours of instructor-led classes
- > Lifetime access to self-paced learning
- > Industry-recognized course completion certificate
- > Five industry-specific projects
- > 126 live demos of Google Ads, Google Analytics, and YouTube Ads tools
- > Aligned to Google Ads and Bing Ads Certification exams
- > Work with Google Ads, Google Analytics, and learn conversion tracking

Delivery Mode:

Online Bootcamp: Online self-learning and live instructor-led classes

Prerequisites:

There are no prerequisites for this Advanced Pay Per Click (PPC) Certification training. However, basic digital marketing knowledge is recommended.

Target Audience:

PPC skills are ideal for those who seek all types of positions in paid marketing. The roles best suited to become PPC specialists are marketing managers, digital marketing executives, marketing and sales professionals, management, engineering, business, and communication graduates, and entrepreneurs and business owners.

Key Learning Outcomes:

By the end of this Advanced Pay Per Click (PPC) Certification Training, you will be able to:

- > Understand pay per click advertising concepts
- > Analyze the market shared by each search engine
- > Choose the best-suited keywords to fit the advertising model
- > Analyze different campaign settings and PPC pricing models
- > Develop paid advertisement campaigns and use ad groups effectively

Certification Details and Criteria:

- > Attend one LVC Class OR complete at least 85% of the OSL courses
- > Successfully complete one assessment project

Course Curriculum:

Course Introduction

- Lesson 01** - Psychology of Search
- Lesson 02** - Buying Funnel
- Lesson 03** - Understanding Keyword Organization
- Lesson 04** - Keyword Match Types
- Lesson 05** - Negative Keywords and Managing Search Terms
- Lesson 06** - Keyword Research
- Lesson 07** - Creating Compelling Ads
- Lesson 08** - Advanced Ad Features
- Lesson 09** - Ad Testing
- Lesson 10** - Ad Extensions
- Lesson 11** - Campaign Types Budget and Reach
- Lesson 12** - Location and Language Targeting
- Lesson 13** - Introduction to Audience Types
- Lesson 14** - How to Segment Data and Create Lists
- Lesson 15** - Using the Audience Lists to Reach Customers
- Lesson 16** - Introduction to the Display Network
- Lesson 17** - Display Targeting Options
- Lesson 18** - Display Ad Formats
- Lesson 19** - Setting And Measuring Goals
- Lesson 20** - Bidding and Attribution
- Lesson 21** - Reporting and Testing
- Lesson 22** - Ad group organization
- Lesson 23** - Campaign Organization
- Lesson 24** - Working with Multiple Accounts
- Lesson 25** - Introduction to Quality Score
- Lesson 26** - Working with Quality Score
- Lesson 27** - Quality Score Diagnosis and Pivot Tables
- Lesson 28** - Setting Up Your PPC Strategy
- Lesson 29** - Creating Your Account
- Lesson 30** - Managing Your Account
- Lesson 31** - Shopping and Video Campaigns
- Lesson 32** - Automation and Other Tools

About Us:

Simplilearn is the world's #1 online bootcamp provider that enables learners through rigorous and highly specialized training. We focus on emerging technologies and processes that are transforming the digital world, at a fraction of the cost and time as traditional approaches. Over one million professionals and 2000 corporate training organizations have harnessed our award-winning programs to achieve their career and business goals.

For more information, please visit our website: <https://www.simplilearn.com/digital-marketing/pay-per-click-ppc-certification-training>



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Simplilearn is the world's #1 online bootcamp for digital economy skills training focused on helping people acquire the skills they need to thrive in the digital economy. Simplilearn provides outcome-based online training across technologies and applications in Data Science, AI and Machine Learning, Cloud Computing, Cyber Security, Digital Marketing, DevOps, Project Management, and other critical digital disciplines.

Through individual courses, comprehensive certification programs, and partnerships with world-renowned universities, Simplilearn provides millions of professionals and thousands of corporate training organizations with the work-ready skills they need to excel in their careers. Based in San Francisco, CA, and Bangalore, India, Simplilearn has helped more than one million professionals and 2,000 companies across 150 countries get trained, acquire certifications, and reach their business and career goals. With over 1,000 live classes each month, real-world projects, and more, professionals learn by doing at Simplilearn. Ongoing industry recognition for the company includes the 2020 Aegis Graham Bell Award for Innovation in EdTech and the 2020 Stevie® Gold Award for Customer Service Success.

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