

## Improve your SEO with Google Ads (SEA)



SII-299 2 Days (14 Hours)

### Description

Successful running of a sponsored search campaign on Google requires selection of appropriate keywords and effective ad writing. To achieve this, it is necessary to master the appropriate techniques. This Adwords training teaches you the basics to launch sponsored link campaigns on Google and attract qualified visitors to your website.

### Who is this training for ?

#### For whom

Webmaster, webmarketer, Marketing manager, e-commerce manager, communications manager, Internet manager, product manager who wish to launch Adwords campaigns.

#### Prerequisites

- Have completed the course ["Effectively pilot your SEO strategy \(SEM\)"](#) (ref. 6957).

### Training objectives

- Understand and master paid SEO techniques
- Succeed in your first Adwords campaigns
- Define an SEM (Search Engine Marketing) strategy and set objectives
- Launch and manage an advertising positioning campaign on search engines
- Generate targeted traffic to your website and measure ROI

### Training program

Utiliser les liens sponsorisés

- Issues of sponsored links: profitability, problem of click fraud, law.
- Advertising networks and formats: Google Adwords / Adsense, Bing...
- Universal campaigns: desktop, mobile, tablets...
- The mode of operation: auction systems, Google Quality Score...
- The Google Adwords interface.

### Définir sa stratégie de campagne

- Define your objectives: sales, traffic...
- Define an advertising media plan.
- Choose your broadcast period and targeting.
- Budget and bidding strategy.
- Complementary strategy with natural referencing.

### Créer et mettre en ligne une campagne Adwords

- Configure your campaign.
- Choose the keywords and their targeting.
- Determine your bids.
- Write your ads.
- Ad extensions: location, appeal, links, reviews, products...
- Define your landing pages and optimize them.
- Focus on mobile campaigns.

### Créer et mettre en ligne des campagnes Display et Retargeting

- Principles and interests of Display and Retargeting campaigns.
- Campaigns on YouTube.
- Display campaigns: targeting by keywords, audience...
- Remarketing campaigns.

### Optimiser la performance des campagnes Adwords

- Monitoring dashboards.
- Performance analysis: choice of KPIs.
- Corrective actions.
- Mastering Google Adwords Editor .
- Optimize your landing pages using A/B testing.