

100 - Introduction

01 - What are Search Ads?	4:25
02 - Why are Search Ads Important?	8:52
03 - Where to Buy Search Ads	1:00
04 - Understanding Bidding	2:00
05 - How Search Ads are Ranked	1:35
06 - What Affects Quality Score?	4:56
07 - Steps to Building Search Ads	3:24

Total Topics = 7

Total Time = 26mins

10 QUESTION QUIZ

200 - Objectives

08 - Search Ads Goals	1:30
09 - Search Ads Strategy	4:55
10 - Search Ads Bidding Strategies	7:02
11 - Search Ads Campaign Structure	10:47
12 - How to Choose Objectives in Google and Bing Ads	2:40
13 - Understanding Conversions	7:46

Total Topics = 6

Total Time = 35mins

10 QUESTION QUIZ

300 - Content

14 - Anatomy of a Search Ad	4:13
15 - Setting Up Ad Extensions	5:21
16 - Ad Extensions Explained	7:43
17 - Dynamic Keyword Insertion	5:58
18 - How to Build Great Search Ads	3:30
19 - Landing Pages	8:34
20 - NOINDEX Landing Pages	7:12
21 - Trademark Usage in Search Ads	7:21

Total Topics = 8

Total Time = 50mins

10 QUESTION QUIZ

400 - Targeting

22 - Search Ads Targeting	1:35
23 - Search Ads Targeting - Explicit vs. Implicit Search	2:43
24 - Keyword Targeting	2:39
25 - Keyword Match Types	12:28
26 - Negative Keywords	5:20
27 - Keywords: Create Seed List	5:41
28 - Keywords: Research	8:11
29 - Keywords: Refine	2:49
30 - Keywords: Identify Keyword Targets	9:06
31 - Align Keywords with Search Intent	6:07
32 - Targeting by Demographic	5:32
33 - Targeting by Location	6:06
34 - Targeting by Interest	2:54
35 - Retargeting or Remarketing Ads	6:55

Total Topics = 14

Total Time = 1hr 20mins

10 QUESTION QUIZ

500 - Optimization

36 - Search Ads Optimizaiton	4:49
37 - Search Ads Metrics	7:39
38 - Implement Tracking for Search Ads	5:27
39 - Bid & Budget Optimization	9:54
40 - How Much Should You Spend on Search Ads?	3:41
41 - Keyword Optimization	13:33
42 - Ad Optimiztion	12:03
43 - Ad Scheduling	5:52
44 - Click Fraud	7:27
45 - Import Google Ads Campaigns into Bing Ads	5:16

Total Topics = 10

Total Time = 1hr 15mins

10 QUESTION QUIZ

Resources:

Google Ads Quick-Start Guide
Your Ads Are Failing - What Do You Do? Checklist
Digital Advertising Quick-Start Guide
Online Advertising Glossary
Search Ads and Landing Pages Checklist
Digital Advertising Strategy: OCTO

Course Total Topics = 46

Course Total Time = 4hrs 26mins