



University of Phoenix®
Professional Development

Google Ads



Build a better you



Skill-focused



Self-paced



Job-ready



**This course helps prepare you to test for
Google Search, Google Display, and Google
Ads Measurement Certification.¹**

¹ This course is not endorsed by Google, LLC Google is a registered trademark of Google, LLC.

Course overview

Enhance your career with job skills that help businesses exceed their goals using Google® Ads. Discover how to take business objectives and turn those into successful marketing campaigns using Google Display, Google Search and more!

Skills you'll learn

- Turn business objectives into successful Google Ads marketing campaigns
- Choose the appropriate Google Ads campaign based on overall objectives
- Leverage Google Display and Google Search to help reach business goals
- Launch, measure, and optimize Google Ads marketing campaigns





Key topics

- Advertising campaign strategies
- Google Search, Google Display and Google Ads Measurement
- Optimizing advertising campaigns



Course outline

1 of 2

Course Introduction

- Getting Started
- Course Welcome

Module 1 - Build and Optimize Google Search campaigns

- Introduction to Building and Optimization Practices
- Creating Useful Dialog, Building a Brand, and Using the Aces Extension
- Creating Successful Campaigns While Avoiding Common Pitfalls
- Building and Optimization Knowledge Check
- Building and Optimization Key Terms
- Building and Optimization Skills Assessment

Module 2 - Create a Google Ads Display Campaigns

- Introduction to Display Campaign Creation Practices
- In-Marketing Audiences and Google Display Network
- Mastering Google Display Network, Targeting Display
- Advertising, Ad Auctions, and Campaign Types/ Strategies
- Display Campaign Creation Knowledge Check
- Display Campaign Creation Key Terms
- Display Campaign Creation Skills Assessment



Course outline 2 of 2

Module 3 - Google Ads Measurement Solutions to Optimize Digital ad Performance

- Introduction to Measurement Solutions & Performance Optimization Practices
- Predicting Intent with Data Insights and Precision Targeting for ROI
- Increasing Awareness, Website Targeting, Forecast Tool, Free Budgeting Spreadsheet, and Analyzing Leads & Performance
- Measurement Solutions & Performance Optimization Knowledge Check
- Measurement Solutions & Performance Optimization Key Terms
- Measurement Solutions & Performance Optimization Skills Assessment

Module 4 - Strategy Recommendations

- Introduction to Strategy Recommendation Practices
- Audience-Based Campaign Restructuring and Customer Experience Strategies
- Driving Traffic, Targeting Display Ads, and Improving
- Online Sales: Choosing the Right Campaign at the Right Time
- Strategy Recommendation Knowledge Check
- Strategy Recommendation Key Terms
- Strategy Recommendation Skills Assessment



University of Phoenix®
Professional Development

Ready to start learning?

Start building new skills one course at a time.

Have questions? Visit

<https://www.phoenix.edu/professional-development/faqs/>