****

**Paid Media Marketing with Google Ads Course Syllabus**

**Level 1 : Google AdWords for Beginners**

1. Understanding AdWords
2. Google Ad Types
3. AdWords Pricing Models
4. PPC Cost Calculations and Ad Page Rank
5. AdWords – Billing and Payments
6. AdWords User Interface
7. Keywords Control
8. Keyword Planner Tools
9. Creating Ad Campaigns
10. Creating Text Ads
11. Creating Ad Groups
12. Bidding Strategy for CPC

**Level 2 : Creating PPC Ad Campaigns**

1. Location
2. Schedule
3. Devices
4. Conversion Tracking Code
5. Designing Image Ads
6. Animated Ads eg 1
7. Animated Ads eg 2
8. Animated Ads eg 3
9. Understanding Video Ads
10. Creating YouTube Video Ads
11. Hi-Jack Competitor Audience

**Level 3 : Google AdWords Advance Level**

1. Remarketing Strategy
2. Remarketing Audience
3. Linking G-Analytics
4. ReTargeting Ads
5. Automated Rules
6. Shared Budget
7. Google Web Designer Software