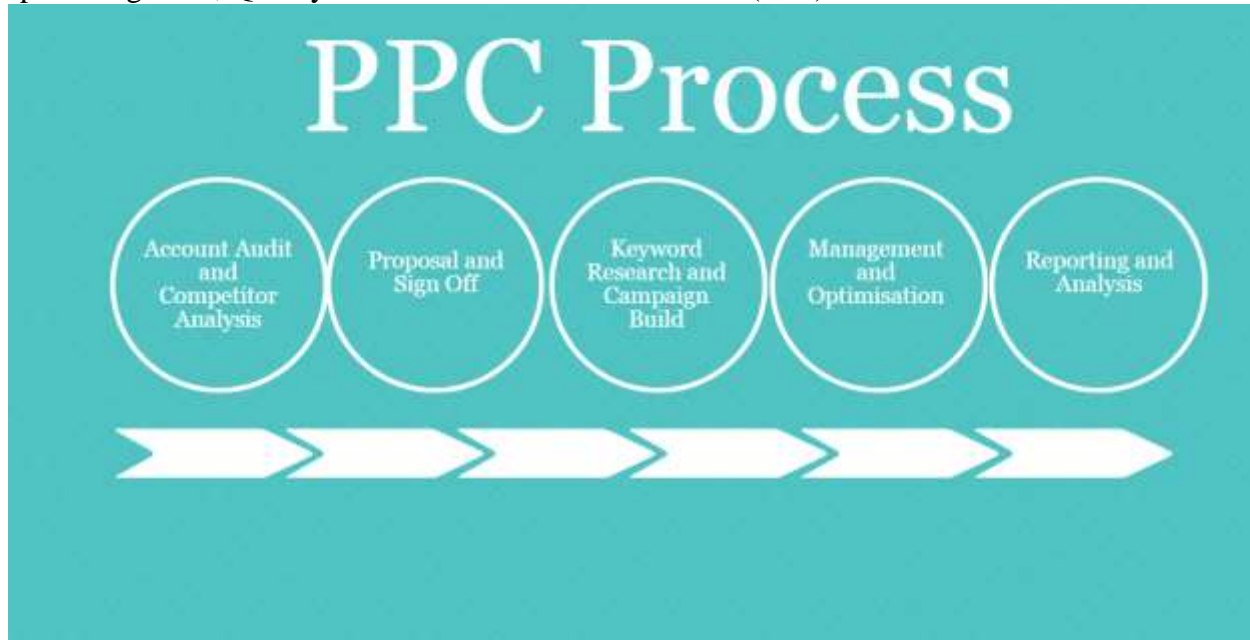


Join W3training School PPC training program for professionals who are looking to build their career or generate instant leads for their business. Our advanced pay per click marketing course cover the Google AdWords, Bing Ads and facebook PPC. But with high demand of Google AdWords ppc we also provide training for only AdWords only.

Complete training will provided by Google AdWords certified trainers for provide the best experience with live projects and fully practical exposure.

This Course provide you to complete strategy to develop effective PPC marketing strategy, optimizing costs, Quality score and Return on Investment (ROI).



PPC is known as pay per click and it's one of most important module of Internet marketing for every business and marketers. With high return on Investment (ROI) PPC is used by more than 90% marketers to reach their potential customers. It's very helpful for new business and those looking for fast growth and reach to their clients instantly.

PPC Course Content

Introduction to Pay Per Click

- What is pay per click.
- How does it work's.
- It's importance and benefits for business
- Difference between Google AdWords, Bing Ads and Facebook PPC.

Basics Terms used in PPC

- Impressions
- Click Through Rate (CTR)
- Cost Per Click (CPC)
- Conversion.
- Ad Rank and Position.
- Reach and action.

Research and Bid Management

- Business Profitable Keywords research
- Different type of Targeting keywords
- Different type of Bidding and bid strategy.
- Improving Quality Score and reducing Bid Cost.
- Daily and monthly Budget management.

Creating PPC Campaign

- Creating Campaign, Ad Group and Ad Copy.
- Character limits in Ad Copy.
- Choosing Right keyword selection.
- Using Different type of Extensions as per requirements.
- Landing page design and optimization.
- Factor affecting quality score and it's importance.

Tracking and Optimization of PPC Campaign

- Using negative keywords.
- Use different type of keyword match options(Exact, Phrase, broad match).
- Using modular with keywords.
- Filtering of keywords with search term.
- Creating Conversion tracking code.
- Implementing Conversion code on website and landing page.

Why W3training School For Learn PPC

- Professional trainer, Google AdWords certified Partner.
- Having 4+ year of Experience Working With AdWords and BingAds PPC.
- Free Lifetime support and retake classes without any addition fee.
- 100% Money back within 3 day classes, if looking to discontinue.
- Personal level training, no batch system.
- Weekdays and Weekends classes with flexible timing between (9:AM to 8:PM)
- Job and Interview Assistance.
- AdWords Certification guide and free E-Learning materials.

Scope after Completing PPC Course

- Switch job from other profile to PPC Specialist.
- Join MNC Companies as a PPC Analyst.
- Start taking PPC Projects as Freelancer.
- Grow your Business with Pay per Click Marketing.
- Work as a Pay Per click Marketing Strategy Consultant for any Industry.

Illegibility Required For Pay Per Click Course

- No Need to higher education and professional degree.
- Must have good understanding of English, Computer, Internet and google search.
- Anyone can join, 12th , B.A, BCA, MCA, MBA and B.Tech Pass out students.
- For Corporate PPC training must have Good knowledge of Business goals.