Goskills

Google Ads Quick Start

GoSkills online course syllabus

Skill level	**Lessons**	**Accredited by**
Beginner	20	Verified by GoSkills
Pre-requisites	**Video duration**	**Estimated study time**
No prior experience needed	1h 55m	2h 5m
Instructor		
Benjamin Kepner		

Introduction

1 **Getting started with Google Ads**

Google Ads can be a powerful tool for you and your business to leverage, but it's crucial that you set yourself up for success.

Getting Started

2 **New account setup**

It's crucial that when you set up your Google Ads account, you keep several important considerations in mind.

3 **Account billing and notifications**

Setting up your billing and notifications give you crucial insight, so you want to take extra care when doing so.

4 **Configure user access**

Giving access to other members of your team helps you keep track of data and manage campaigns, but not everyone will require the same level of access.

5 **Setup integrated linked accounts**

To maximize value from Google Ads, it's recommended that you integrate with other programs such as Google Analytics.

Launching Campaigns

6 **Planning ad campaigns**

There are a lot of different campaign options available to you in Google Ads, but some may be more valuable to you than others.

7 Types of ad campaigns

Google Ads allows you to run multiple types of ad campaigns, but how do you know which type is best for your business?

8 New campaign creation

Creating campaigns correctly is imperative to them being successful.

9 Configure ad groups and ads

You can use ad groups or individual ads to more effectively target the right people, but these are each effective in different circumstances.

10 Quality and compliant ad creation

There are several Google Ads policies, and it's necessary that you ensure your ads are in compliance with them.

Crafting Conversions

11 Conversion tracking

Based on the type of campaign you want to run, you have additional settings that can be used to achieve more conversions.

12 Configure Google Ads conversion tags

Using a conversion tag can help you better track conversions across products, services, or even salespeople.

13 Optimize campaigns for conversion

Your end goal of increasing conversions requires you to think strategically about how you can optimize your campaigns.

Keyword Research and Optimization

14 Keyword research with keyword planner

In order to improve targeting and optimize your campaigns, you'll want to analyze data around which keywords are most effective for your campaign.

15 Keyword research with 3rd party tools

While you can get plenty of insights inside of Google, you can also conduct keyword research with other 3rd party tools.

16 Configure keywords on campaigns

Being able to distinguish between search, video, and negative terms can increase your ability to configure your keywords.

Strategically Targeting Consumers

17 Audience targeting

There are several different types of audiences you can craft in Google Ads, giving you the power to target more directly.

18 Topic and placements

You have the ability to target via both topics and placements within your Google Ads campaigns.

19 Demographics and devices

Different devices also provide targeting available across demographics, which can influence how you spend across these.

Conclusion

20 It's go time

Thank you for watching this course! Now, you should feel confident in your ability to get started utilizing Google Ads for your business.

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