Goskills

PPC Lead Generation: Grow Your Business with Google Ads

GoSkills online course syllabus

Skill level
Beginner

Lessons
26

Pre-requisites
No prior experience needed

Video duration
1h 16m

Estimated study time
1h 16m

Instructor
Michelle Kop

Introduction

1 Generating leads with Google Ads

Google Ads is one of the most powerful ways to capture leads on the internet.

Importance of Google Ads

2 Google Ads overview

Paid search is the only internet marketing channel that captures user intent while they're searching online.

Planning Your Campaign

3 Outlining goals and KPIs

Before launching any lead generation campaign, it's important to outline your goals and key performance indicators (KPIs).

4 Understanding customer persona

Understanding your customer persona will give you insight into how to set up your campaign for success.

5 Selecting keywords

Keywords are the foundation of a successful lead generation campaign.

6 Determining your budget

Without allocating the right amount of budget, you could be setting your campaign up for failure.

7 Creating irresistible offers

While pay-per-click (PPC) captures intent on search engines, another great way to attract the right types of leads to your business is to create profitable offers.

Winning Ad Structure

8 Determining campaign structure

Without the right campaign structure in your Google Ads account, your campaign can attract the wrong type of audience.

9 Organizing ad group themes

Organizing your ad group themes is key to a clean ad structure and well-functioning campaign.

10 Keyword match types

Not all keyword match types are created equal.

11 Google Ads secret recipe

The Google Ads magic formula consists of 3 key ingredients to set up your lead generation campaign up for success.

Ads that Convert

12 Responsive search ads

Create ads that show relevant messages to your ideal customers.

13 Ad success framework

Writing responsive search ads for lead generation requires the right combination of headlines, descriptions, offers, and call to actions.

Landing Page Considerations

14 Design fundamentals

Psychological principles make a huge difference when it comes to converting users on your landing page.

15 Call tracking

If your business depends on phone calls to capture leads, it's critical to have call tracking set up.

16 Ad relevance

Ads that convert at the highest rate have content that match the landing page.

Launching Your Campaign

17 Google Ads campaign set-up
The Google Ads interface is riddled with confusing terminology.

18 Targeting options
Leverage the power of keywords, audiences, devices, location, ad schedules and more!

19 Conversion tracking
Without proper tracking in place, you won't know how your campaign is performing.

Optimize and Scale

20 Campaign optimization
After you set up your campaign, it will be important to make optimizations to continue improving performance.

21 Negative keywords
Negative keywords are a crucial part of a successful campaign.

22 Optimizing keywords
The key to optimizing keywords is to focus on high performing keywords and remove keywords spending that aren't converting.

23 Optimizing ad copy
Drive qualified traffic to your landing page by testing and optimizing ad copy.

24 Conversion optimization
There are many ways to optimize your landing page.

Systems and Sales

25 The end game
A lead generation campaign producing quality leads on autopilot is a dream but you must have the right business systems in place to convert leads into sales.

Conclusion

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Time to take action

Thank you so much for watching this course!

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