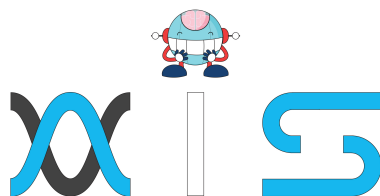




# Advanced Pay Per Click (PPC) Certification Training

simplilearn





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## Program Overview:

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The Advanced PPC Course will transform you into an industry-ready paid marketing professional. Featuring a clear learning path designed by industry experts, this PPC certification course will fast-track your digital marketing career with hands-on experience in managing paid marketing initiatives.

## Program Features:

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- > 10+ hours of high-quality self-learning content
- > 24 hours of instructor-led classes
- > Lifetime access to self-paced learning
- > Industry-recognized course completion certificate
- > Five industry-specific projects
- > 126 live demos of Google Ads, Google Analytics, and YouTube Ads tools
- > Aligned to Google Ads and Bing Ads Certification exams
- > Work with Google Ads, Google Analytics, and learn conversion tracking

## Delivery Mode:

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Online Bootcamp: Online self-learning and live instructor-led classes

## Prerequisites:

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There are no prerequisites for this Advanced Pay Per Click (PPC) Certification training. However, basic digital marketing knowledge is recommended.



## Target Audience:

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PPC skills are ideal for those who seek all types of positions in paid marketing. The roles best suited to become PPC specialists are marketing managers, digital marketing executives, marketing and sales professionals, management, engineering, business, and communication graduates, and entrepreneurs and business owners.

## Key Learning Outcomes:

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By the end of this Advanced Pay Per Click (PPC) Certification Training, you will be able to:

- Understand pay per click advertising concepts
- Analyze the market shared by each search engine
- Choose the best-suited keywords to fit the advertising model
- Analyze different campaign settings and PPC pricing models
- Develop paid advertisement campaigns and use ad groups effectively

## Certification Details and Criteria:

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- Attend one LVC Class OR complete at least 85% of the OSL courses
- Successfully complete one assessment project



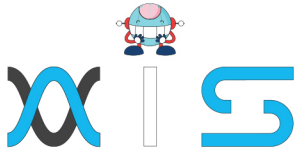
# Course Curriculum:

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## Course Introduction

- Lesson 01** - Psychology of Search
- Lesson 02** - Buying Funnel
- Lesson 03** - Understanding Keyword Organization
- Lesson 04** - Keyword Match Types
- Lesson 05** - Negative Keywords and Managing Search Terms
- Lesson 06** - Keyword Research
- Lesson 07** - Creating Compelling Ads
- Lesson 08** - Advanced Ad Features
- Lesson 09** - Ad Testing
- Lesson 10** - Ad Extensions
- Lesson 11** - Campaign Types Budget and Reach
- Lesson 12** - Location and Language Targeting
- Lesson 13** - Introduction to Audience Types
- Lesson 14** - How to Segment Data and Create Lists
- Lesson 15** - Using the Audience Lists to Reach Customers
- Lesson 16** - Introduction to the Display Network
- Lesson 17** - Display Targeting Options
- Lesson 18** - Display Ad Formats
- Lesson 19** - Setting And Measuring Goals
- Lesson 20** - Bidding and Attribution
- Lesson 21** - Reporting and Testing
- Lesson 22** - Ad group organization
- Lesson 23** - Campaign Organization
- Lesson 24** - Working with Multiple Accounts
- Lesson 25** - Introduction to Quality Score
- Lesson 26** - Working with Quality Score
- Lesson 27** - Quality Score Diagnosis and Pivot Tables
- Lesson 28** - Setting Up Your PPC Strategy
- Lesson 29** - Creating Your Account
- Lesson 30** - Managing Your Account
- Lesson 31** - Shopping and Video Campaigns
- Lesson 32** - Automation and Other Tools





## AIS

With the rising demand in scalable technology, AIS provides tailored goal-setting based on your organization's needs and expectations. With products geared towards the growing needs of your organization's customers and employees, AIS has innovative and value-driven solutions.

### Learning Partners



#### SAS Management, Inc.

Premiere training and consulting services company, SAS Management, Inc. has been in the industry for a decade. SAS Management, inc. focuses on creating value in every learning and consulting experience by providing the best possible output – whether in a virtual classroom setup, e-learning, or face-to-face. SAS Management, Inc. is the leading training and certification provider for ITIL, Project Management Professional, ISO certifications, PRINCE2, SDI Service Desk Analyst and Manager, Agile, and a host of many programs and courses.



#### Simplilearn

Tagged as the “World's #1 Online Bootcamp”, Simplilearn provides online education and in-house training for professional certification courses. Founded in 2010, Simplilearn offers more than 100 programs, helping professionals reach their learning potentials needed to work in the digital economy.

### Technology Partner



#### Freshworks

With over 40,000 customers, Freshworks is a business solutions software provider with products ranging from IT helpdesk and service desk, customer relationship management, live chat, marketing automation, phone system, and HR.

### Partners & Affiliates

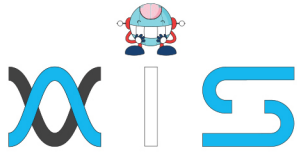


PECB

SDI  
Service Desk Institute

EC-COUNCIL





*The program presented, as well as a wide range of programs are products of the partnership of AIS, SAS Management, Inc., and Simplilearn. With a common goal of providing the best practice of facilitating learning with an array of choices available in the online platform in this time of digitization.*

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