Advanced Pay Per Click (PPC) Certification Training

simplilearn

SPARTAN
Allied Services
Deliver Results - Create Value

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Program **Overview:**

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:**

- 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:**

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

Prerequisites:

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

Target **Audience:**

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:**

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:**

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

Course **Curriculum:**

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

SPARTAN Allied Services
Deliver Results - Create Value

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

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

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

ITIL APPROVED EXAMINATION ORGANIZATION PeopleCert ON BEHALF OF AXELOS
MoP APPROVED EXAMINATION ORGANIZATION ON BEHALF OF AXELOS
P3O APPROVED EXAMINATION ORGANIZATION ON BEHALF OF AXELOS
PRINCE2 APPROVED EXAMINATION ORGANIZATION PeopleCert ON BEHALF OF AXELOS
MSP APPROVED EXAMINATION ORGANIZATION ON BEHALF OF AXELOS
M_o_R APPROVED EXAMINATION ORGANIZATION ON BEHALF OF AXELOS
RESILIA TRAINING ORGANIZATION ACCREDITED BY PEOPLECERT ON BEHALF OF AXELOS
IASSC
AXELOS GLOBAL BEST PRACTICE CONSULTING PARTNER
PM
PECB
SDI Service Desk Institute
EC-COUNCIL
Massachusetts Institute of Technology
CALIFORNIA INSTITUTE OF TECHNOLOGY 1891
UNIVERSITY OF MASSACHUSETTS AMHERST 1863
PURDUE UNIVERSITY

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.

Office Addresses

AI Services

Juan Antonio III Building
315 Maysilo Circle, Mandaluyong, Philippines

SAS Management, Inc.

- **Head Office**
  Unit 1602 Cityland 10 Tower
  2 6815 HV dela Costa cor Ayala Avenue
  Makati City, Philippines
- **Branch Office**
  Unit 204 Villa Building
  Jupiter St. corner Makati Avenue
  Makati City, Philippines
- **Branch Office**
  Room 201 2nd floor OLS Building
  443 Gorordo Avenue., Brgy. Kamputhaw
  Cebu City, Philippines
- **Branch Office**
  Malaysia - SAS Management
  Sdn Bhd 6f-16, IOI Business Park,
  Persiaran Puchong Jaya
  47170, Selangor

Simplilearn

- **Simplilearn Americas, Inc Pvt Ltd.**
  201 Spear Street, Suite 1100,
  San Francisco, CA 94105 United States
- **Simplilearn Solutions Pte Ltd.**
  NALANDA 53/1 C, Manoj Arcade, 24th Main Rd,
  Sector 2, HSR Layout, Bengaluru
  560102, Karnataka, India.
- **Simplilearn Singapore**
  #14-302, The Plaza, 7500A Beach Rd,
  Singapore 199591