

<https://experttraining.in/documents/Digital-Marketing-Course-India-Syllabus.pdf>

Google Adwords Certification Exam: Get Certified in 2 weeks!

At Any of our Training Centers in Lagos – IKEJA, LEKKI and EGBEDA

Become Adwords Certified in Just 2 Weeks to Help Secure Your Next Interview, Promotion or Client!

What Will I Learn?

A Proven Step-by-Step Strategy to Ace the Adwords Certification Exam in 2 Days!
Thorough exam overviews (Timing, Pass Rate, Open Book Policy, Retakes & More)
The Best Study Resources & Cheat Sheets to Ensure Your Exam Success
500 Sample Questions + Explanations
How to Get More Jobs by Promoting Your Certification
Direct Access to Helpful Instructors
100% Guarantee - no questions asked!
Nothing is Holding You Back from Becoming a Google Certified Professional!

Requirements

Be willing to do 1 week of dedicated with 100% Practical Training - not months!
No prerequisites or work experience required to take the exam or this course

Description

This Course covers step by step training curriculum that will help you create PPC Campaigns, Display Campaigns, Banner Ads, Video Ads and other Advertising Options in Google AdWords.

Google AdWords Certification Course - Everything You Need to Ace the 2017 Exam: A Detailed Exam Overview, The Best Study Guides & 500 Practice Questions To Ensure Exam Success.

About the Google Adwords Certification Exam

The AdWords certification exams are designed to test your knowledge of basic and advanced online advertising concepts, including the following:

Value proposition of online advertising
Campaign setup and management
Measurement
Optimization

Taking the Google Adwords exam gives you an industry recognized Certification proving your skills in Digital Advertising and Google Adwords. The exam is free to take, 120 mins long and contains multiple choice questions (a detailed overview of the exam is provided in the course)

Is the Google Adwords Certification Worth It?

The value is "not" only a bullet point on your resume.

Once you've become certified, you will have gained a really great understanding of how to use Google Adwords professionally and cost effectively to grow any business.

Now that's a valuable bargaining chip to attach to your personal career package!

Why Is Now is the Perfect Time to Earn This Qualification?

- ✓ The Exam is now FREE (note that the equivalent Facebook Advertising exam is \$300!)
- ✓ You can Add this Certification to your Resume with 2 weeks of dedicated study-not months!
- ✓ Join the Booming Online Advertising Industry where Pay Per Click (PPC) skills are now in high demand.
- ✓ You don't need to be part of a company to become certified.
- ✓ You don't need to have any on-the-job experience.
- ✓ You don't even need to spend money running Adwords campaigns.

Go ahead and hit that "take this course" button for your risk free opportunity to become Google Adwords Certified in 2 weeks!

Who is the this Google Adwords Certification for?

- Students or Professionals who want a career in Digital Marketing
- Anyone who wants to secure more interviews or a promotion by proving they have in-demand skills
- Entrepreneurs who want to get more business online by advertising online

- Marketers who want to better manage their Adwords budgets & vendors

Google AdWords Certification Course Syllabus

Level 1 : Google AdWords for Beginners

Understanding AdWords

Google Ad Types

AdWords Pricing Models

PPC Cost Calculations and Ad Page Rank

AdWords – Billing and Payments

AdWords User Interface

Keywords Control

Keyword Planner Tools

Creating Ad Campaigns

Creating Text Ads

Creating Ad Groups

Bidding Strategy for CPC

Level 2 : Creating PPC Ad Campaigns

Location

Schedule

Devices

Conversion Tracking Code

Designing Image Ads

Animated Ads eg 1

Animated Ads eg 2

Animated Ads eg 3

Understanding Video Ads

Creating YouTube Video Ads

Hi-Jack Competitor Audience

Level 3 : Google AdWords Advance Level

Remarketing Strategy

Remarketing Audience

Linking G-Analytics

ReTargeting Ads

Automated Rules

Shared Budget

Google Web Designer Software

Level 4 : Google AdWords Certification Exam

In this module we will discuss other materials you need to learn, understand and practice before appearing for Google AdWords Certification Exams.

Other Courses you need to Refer in Digital Marketing Category that are relevant to Google Adwords Exams.

Mock-Test by Expert Training that will give you an idea how exactly Google Adwords Exams look like and what kind of questions they ask. This is one kind of Pre-Exam Test for practicing before you appear for Google Exams.

Note :- We do not provide any kind of assurance about passing of any exams. It completely depends on knowledge, preparation and experience of students as well as how he appear in exams. We do not have any control over Google AdWords Certification Program.

About the Instructor

(Add his picture)

OLUDARE ZENOS OPEYEMI

A Certified digital marketing professional with practical years of experience and lots of portfolios and awards in his name, Oludare Zenos Opeyemi, is no doubt one of the most sought-after Digital Marketing Professionals in Nigeria – his records speaks for him and he is indeed a good teacher. Zenos has developed various digital marketing solutions for Organisations, large and small scale entrepreneurs. He is a digital marketing expert and a profound Instructor at UMS Training Hub

He knows you want results – and he is an expert at getting them. He teaches proven marketing strategies that are designed to make an impact AND increase your income.

How Will I Get Training?

With 3 UMS Training Hub Centers in Lagos - Lekki, Egbeda, Ikeja; we provide you very ambient learning and Live examination environment

What Is The Duration of The Training?

The Intensive Training will be for One (1) with practical mock exam for another 1 day before finally doing the exams

What Is The Cost For Both The Training And Exams ?

The Training cost N20,000 while the Google Adwords guidance and Live Examination at any of our UMS Training Hub cost N5000 totaling N25,000

What If Already Have The Knowledge And Want To Do Only The Exams At Your Facility

Yes, you can and will only cost N5000. We will also ensure to brush you up for few hours before finally taking the 2 hours exams

How can I Pay Training Fees?

Oh! We're in 21st Century. You can make Online Payment HERE through Debit Cards, Credit Cards or Net-Banking. Alternatively you can also Deposit Cash, Cheque or NEFT to our corporate bank account. After payment, you have to send scanned copy of Bank Receipt with your details to dmm@umstraininghub.com

What's the Teaching Method and Language?

Classes will be in English language. All our courses are designed with Step by Step Training Contents that includes Videos, Materials, Quiz Tests, Case Studies, Worksheets and Notes. You will really find it easy to learn and enjoy the contents since they are designed with simple yet in-depth explanations.

What will be the Training Duration?

Generally it takes 1 to 2 months to complete entire course. But with our professional expert instructors, you will learn everything you need to know to prepare for the exams within 1 week! However, your utmost concentration is required within that 1 week to be able to give you best of training

When, Why and How can I join Google Adwords Certificate Course?

Well ! We're in 21st Century and believe me Knowledge is the New Money. Invest on Yourself for Learning New Skills and Grow your Professional Career. You can join this course anytime by making online payment. This is one of the Best Google AdWords Certification Course in Africa.

Enough Reading!! Join RIGHT NOW