



Google Marketing Boot Camp

3 Days

Course Overview

If your business is online, you need to know how to successfully implement and analyze Google-based Internet marketing campaigns. There are a large number of free Google marketing services available for businesses of any size and the demand for individuals with knowledge and experience of Google online marketing has never been higher! Google's tools, when properly understood, not only help you attract, retain and convert web traffic, but also enable you to identify key characteristics of your online customer base and these potential buyers' behavior while on your site. This course will teach you to combine quality content with the tools offered by AdWords and Google Analytics to become a powerful online marketer. You can then use this insight to tailor content to customers you are reaching as well as those you want to reach. Once you've completed our training, you'll be on your way to become a certified Google professional. Very few marketers who are not solely focused on AdWords or Analytics have this qualification.

- Use tools provided by Google to increase website traffic through better search engine rankings
- Optimize your landing pages to get more conversions and produce higher sales
- Build an AdWords campaign from start to finish
- Effectively apply geo-targeting to PPC campaigns
- Mine the data derived from Google Analytics' real-time views of your website traffic to profile users and their behavior
- Produce analytical reports customized for individual segments of your business
- Use content, including your social media presence, as a crucial SEO component

Course Outline

Day 1

1. Introduction to Paid Search & Google AdWords

- What is Paid Search?
- AdWords Overview
- Benefits of Paid Search & AdWords
- Types of Ads in AdWords
- Terms & Definitions
- Understanding AdWords Structure
- Intro to Quality Score & Auction System

2. Foundational Elements

- Before You Get Started
- Identifying Customers (Personas)

For more information, please contact us at (866) 543-0520 or info@velocityknowledge.com



- Psychology of Search
- Defining Business Goals
- Average Outcomes and Realistic Expectations

3. Google AdWords Basics

- Setup & Account Essentials
- Intro to AdWords Interface
- Billing & Other AdWords Items

4. Keyword Research

- Intro to Keyword Research
- Using Keyword Planner
- Applying Match Types to Keywords

5. Settings & Campaign Structure

- Defining Types of Campaigns (Search vs. Display Networks)
- Bids and Budgeting Techniques & Best Practices
- Account creation and billing options
- Introduction to Ad Extensions
- Enhanced Campaign Settings

6. Creating Ads

- Creating Your First Ad & Best Practices
- Creating Ad Groups in AdWords
- Adding Keywords to Your Ads
- Putting on the Final Touches

7. A Look at AdWords Reporting

- Search-Term Report
- Negative Keywords
- How to Create Filters
- Creating & Exporting Other Reports
- AdWords ROI & How to Calculate It

8. Advanced Topics

- Quality Score
- Display Network
- AdWords Optimization Strategies
- Using Ad Extensions
- Intro to Remarketing
- Intro to A/B Testing

9. AdWords & Analytics

- Understanding Conversion Types
- AdWords Reporting Features
- Conversion Tracking and Reporting

Day 2

1. Introduction to SEO

- SEO Basics
- Benefits of SEO
- How to Take Advantage of Recent Changes to SEO
- How to Interpret SEO Results Pages
- 7 Types of Organic Search Results
- Setting Appropriate SEO Expectations for Your Organization

2. Foundational SEO Elements

- Content Marketing
- Content Planning for the Long-Term
- Keyword Research
- Where SEO Was & Where It's Going

3. Onsite Optimization

- Optimizing Text Page Elements
- Benefits of User Generated Content
- Google Search Console (formerly Google Webmaster Tools)

4. Offsite Optimization

- Areas of Offsite SEO
- Link Building
- Future of Link Building
- Guest Blogging
- Do Press Releases Matter Anymore?

5. Technical SEO

- Code Interpretation Behind the Site
- How Search Engines Index Content
- Canonicalization
- The .htaccess Configuration File
- Robots & Spiders
- Sitemaps
- Site Architecture

6. SEO Tool Sets

- Google Search Console
- Which are the Best SEO Tools to Use?
- Exploring Free vs. Paid SEO Tools
- How to Spy on Competitors in SEO

7. SEO for E-commerce

- SEO & E-commerce
- Semantic HTML for E-commerce
- Technical Elements of SEO for E-commerce
- Information Architecture
- E-commerce Content
- Link Building and Social Media for E-commerce

8. Measuring SEO

- Key Metrics Used to Measure SEO
- Measuring Keyword Performance
- Measuring Link Performance
- Measuring Social Performance
- How to Hire the Right SEO Person or Agency

Day 3

1. Intro to Google Analytics

- Reviewing Your Accounts
- Installing and Verifying Tracking Tag
- Account Properties Overview
- Why Averages Can be Misleading

2. Features of Google Analytics

- Reporting Functions
- Understanding Sources
- Introduction to Custom Reports
- Metrics vs. Dimensions
- Setting Up Filters & Data Searches

3. Configurations

- Interface Options
- Date Ranges
- Annotations
- Graphs & Table Views

4. Types of Reports

- Segmentation & Drilldown
- Audience Reporting
- Acquisition Reporting
- Behavior Reporting
- Conversion Reporting

5. Audience Reporting

- Audience Reporting Business Rules
- How to View the Overview Dashboard
- Demographics Explained
- Engagements & Questions Answered

6. Acquisition Reporting

- Acquisition Overview Report
- Channels Breakdown
- Tying in Business Goals and Answers
- What Different Types of Traffic Mean

7. Behavior Reporting

- Using Behavior Reporting in Your Business
- Which Behavior Reports are Used Most

8. Conversion Reporting

- Setting up Goals
- Different Types of Goals for Different Businesses
- Other Important Reports in Conversion Reporting

9. Advanced Analytics Strategies

- Campaign Tracking and Tagging
- Funnels
- Filtering
- Intelligence Events
- Key Performance Indicators