ACCOLADES ACADEMY FOR DIGITAL

Module 1: Introduction to Advanced Google Ads
- Overview of Google Ads and its importance in digital advertising
- Understanding the Google Ads interface and campaign structure
- Exploring advanced features and tools in Google Ads

Module 2: Advanced Keyword Research and Strategy
- Advanced keyword research techniques and tools
- Developing effective keyword strategies for different campaign types
- Using keyword match types and negative keywords to optimize targeting

Module 3: Advanced Campaign Settings and Optimization
- Landing page setting
- Advanced bidding strategies (e.g., automated bidding, manual bidding)
- Campaign optimization techniques for improved performance
- Ad scheduling, ad rotation, and ad delivery methods

Module 4: Ad Extensions and Ad Formats
- Implementing advanced ad extensions (e.g., sitelink extensions, call extensions)
- Creating and optimizing responsive search ads and other ad formats
- Best practices for maximizing ad visibility and engagement

Module 5: Display Advertising and Remarketing
- Introduction to Google Display Network (GDN) and its targeting options
- Designing effective display ads and banner ad best practices
- Remarketing strategies to re-engage website visitors and increase conversions
- Shopping Ads & ecommerce site promotions

Module 6: Video Advertising with YouTube Ads
- Introduction to YouTube advertising and its benefits
- Creating effective video ads for different goals (e.g., brand awareness, conversions)
- Targeting options, bidding strategies, and ad formats for YouTube Ads

Module 7: Mobile Advertising and App Promotion
- Understanding the importance of mobile advertising
- Creating mobile-optimized ads and landing pages
- Promoting mobile apps with Google Ads and app-specific strategies

Module 8: Advanced Conversion Tracking and Measurement
- Setting up advanced conversion tracking using Google Ads and Google Analytics
- Analyzing campaign performance and attribution models
- Utilizing data-driven insights for campaign optimization

Module 9: Advanced Account Management and Budgeting
- Managing multiple accounts and sub-accounts effectively
- Budgeting strategies for maximizing ROI and campaign scalability
- Utilizing Google Ads Editor and API for efficient campaign management

Module 10: Testing and Experimentation
- A/B testing and multivariate testing for ad copy and landing pages
- Implementing experiments and campaign drafts to measure impact
- Iterative campaign optimization and continuous improvement techniques

Module 11: Spent Optimization

Module 12: Quality score