Mindluster Platform

About the course Google ads keyword planner forecasting

Google ads keyword planner course, in this course is designed to help you unlock the full potential of this essential tool for targeted advertising success. This course guides you through the ins and outs of Keyword Planner, teaching you how to research high-performing keywords that drive traffic, enhance ad relevance, and maximize campaign ROI. Youâ€™ll learn techniques for discovering long-tail keywords, forecasting keyword performance, and estimating budget requirements based on keyword metrics. Weâ€™ll cover effective ways to assess search volume trends, cost-per-click data, and competition levels, giving you insights to tailor your Google Ads strategy for optimal impact. This course also includes practical exercises on creating keyword lists, developing ad groups, and refining audience targeting to improve click-through rates and conversions. By the end, youâ€™ll be equipped to leverage Keyword Planner for better forecasting, allowing you to allocate budget wisely and optimize bids. Whether you're a beginner or an advanced advertiser, this course will empower you to make data-driven decisions and run successful ad campaigns.

Digital Marketing Category's Courses

Course Lesson(4)

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Lesson 2 : **Google Keyword Planner Forecasting and Research Members Google Ads Course Part 2**

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