Mindluster Platform

About the course Google ads basics for beginners

Course Presenter : Techyance

Unlock the fundamentals of Digital Marketing with our comprehensive Google Ads Basics for Beginners course. Designed for newcomers and aspiring marketing professionals in the Middle East, this online training course provides essential skills to effectively create, manage, and optimize Google Ads campaigns. Gain confidence in your ability to harness the power of online advertising to drive business growth and enhance your career prospects. In this course, you will learn how to set up your first Google Ads account, develop targeted ad campaigns, select appropriate keywords, and analyze campaign performance. Through practical exercises and real-world examples, you'll acquire the professional skills needed to succeed in the competitive landscape of digital marketing. This training course is ideal for marketing students, small business owners, entrepreneurs, and anyone interested in starting a career in digital advertising. Whether you're looking to enhance your existing skills or begin a new professional journey, this course offers the foundational knowledge required to excel. Why choose this course on our platform? We provide an expertly crafted curriculum focused on practical application, supported by expert instructors with extensive industry experience. Our platform offers flexible learning options, allowing you to study at your own pace while gaining a certified course that adds value to your professional profile. Completing this Google Ads training course opens doors to various career opportunities, including roles such as Digital Marketing Specialist, PPC Analyst, Campaign Manager, or Social Media Marketer. As businesses increasingly prioritize online advertising, certified professionals in Google Ads are in high demand across the Middle East and beyond. Upon successful completion, you will receive a recognized Certificate that validates your skills and knowledge in digital marketing. This certification can boost your resume, enhance your credibility, and support your career growth in the dynamic world of online advertising. Enroll today and take the first step toward becoming a proficient digital marketing professional. Techyance

Digital Marketing Category's Courses

Course Lesson(17)

Lesson 1 : **How to Check Add Google Adwords Balance**

Lesson 2 : **Enable Auto Tagging in Google Ads in 1 Minute Step by Step**

Lesson 3 : **How to Find and Add Quality Score in Google Ads Keywords Search terms**

Lesson 4 : **How to Connect Google Analytics 4 with Google Ads Account**

Lesson 5 : **How to Connect YouTube Channel with Google Ads Account**

Lesson 6 : **Display Path vs Final URL in Google Ads Explained Simply**

Lesson 7 : **How to Find and Add Negetive keywords in Google Ads**

Lesson 8 : **How to Exclude IP Address in Google Ads Single IP Multiple IPs**

Lesson 9 : **How to Add or Remove User in Google Ads Account Just in 60 Second**

Lesson 10 : **How to Identify Duplicate Keywords in Google Ads Account**

Lesson 11 : **How to Find Invalid Clicks in Google Ads Step by Step Guide**

Lesson 12 : **Google Ads Change History How to See Who Made Changes in Your Account**

Lesson 13 : **How to Find Keyword Planner in Google Ads â€“ Easy 2â€‘Minute Guide**

Lesson 14 : **Where Are Active Keywords in Google Ads Full Guide**

Lesson 15 : **How to Check ROAS Return on Ad Spend in Google Ads ROAS Formula Explained**

Lesson 16 : **How to Pause and Resume Google Ads Campaigns Ad Groups Ads Keywords**

Lesson 17 : **How to stop showing your ads for any specific device Desktop Mobile Tablet**

Related courses

Digital marketing strategy

seo

Digital Marketing Beginners

Foundations of Digital Marketing E commerce

Social Media influencer

Digital Marketing Strategies

for Business Contact
business@mindluster.com