



# TRAINING INFORMATION

## Pay Per Click Training – Course overview

### COURSE CONTENTS

Simply Clicks offers an intensive 1 day pay per click training course.

Pay Per Click advertising is now an integral part of many marketing programmes. UK Pay Per Click advertising expenditure is forecast to total £3 billion in 2011. Google Adwords is growing at 15% per annum and the cost of key positions on Google is rising. Can you afford not to fully understand the crucial disciplines of PPC?

### COURSE STRUCTURE

The course is broken down into the following categories:

1. Structuring Campaigns
2. Keyword Research and Selection
3. Writing Advertising Copy and Descriptions
4. Pay Per Click Bid Management
5. Monitoring Keyword, Landing Page and Campaign Quality Score and Performance
6. Revising Copy, Landing Pages and Bids

Having completed the course, you will have a comprehensive understanding of pay per click advertising and be fully equipped to begin the process of building or improving your own PPC marketing campaign.

### GROUP SIZES & DURATION

Training is given in small groups of up to 3 people (separate quotations can be given for larger groups) and lasts for 1 day.

### LOCATION

The preferred location for course delivery is on-site in a training room at your premises. We are happy to travel throughout the UK and have also delivered the course in Ireland and mainland Europe. Each course participant will need a broadband connected PC and should have a reasonable level of computer literacy.

### PRICES

1 person - £595.00 + VAT

2 people - £795.00 + VAT

3 people - £995.00 + VAT

Please ask for a quote for larger groups

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