

# Školení Google Ads a Skliku pro začátečníky

Course code: H1PPC10

PPC advertising is one of the absolute foundations of internet marketing. Through paid advertising, you will bring traffic to your website at all stages of the buying cycle. The big advantage is that it is measurable down to the last number. You can evaluate its effectiveness and you don't have to wait months for results. PPC campaigns are a relatively broad and quite fast-changing area of online marketing. If you want to dive into the basics, know your way around a report from your agency or freelancer, or try a campaign and find your way around the interface, we will be happy to welcome you to the training.

## Who is the course for

- A PPC beginner who wants to get into the basic concepts and orient yourself in the PPC jungle.
- An administrator, an e-shop owner who cares about quality traffic and making money for his business.
- An online marketer who wants to find out how PPC works so that they can assign work well.
- From another online field and want to find out what PPC work entails and how you and a PPC specialist can help each other.

## Teaching materials

Printed materials

## Course outline

### Customer Purchase Cycle and Strategy

You will learn how to define business goals and target audience. Learn more about the selection of advertising channels and the strategy of paid advertising.

### Account & Campaign Settings

You will learn the basic concepts of PPC and learn how to set up accounts and campaigns.

### Navigate your Google Ads account

### Search Network, Principle of Search

### Display Network, targeting options

### Shopping campaigns, performance max

### Setting up a campaign - workshop

### Sklik interface

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