



1. PPC Course Modules

Course Module:

- ❖ Introduction of PPC
- ❖ Google CPC
- ❖ Expensive Keywords
- ❖ Biding Tips
- ❖ Bid Info
- ❖ Key metrics and dimensions defined
- ❖ Creating an account
- ❖ Understanding your account structure
- ❖ Setting up goals and ecommerce
- ❖ Collecting campaign data
- ❖ Reporting overview
- ❖ Goal Flow report
- ❖ Attribution reports

Duration : 2 Months

Call For More Information

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