



Training Program

Google AdWords Certification Training



1.2 Million
Learners



1-1 Personalized
Mentorship



60% Average
Salary Hike

About Program



Learning Format

Online / Offline



Trainer

Industry Professionals



Career Services

By Croma Campus

Our course content has been specifically designed to turn you into a skilled professional in this industry. As a part of your certification training, you will receive enough study material and recorded video sessions that will help you cover all the latest trends and features in this course. The training session will comprise important sections, features, advantages, and scope of the technology in the coming years. Moreover, our qualified trainers will help you imbibe all the required skills, and information in a much better manner to help you in you becoming an expert in this technology. Post the completion of your course, you will receive a training certificate recognized world-wide.

What Make Us **Tick**



Career-oriented Sessions

Attend 25+ career-oriented sessions by industry mentors and prepare your career trajectory



Mock Interview Preparation

Prepare with mock interviews including most asked questions by top employers



Dedicated Job Portal Access

Get exclusive access to 100s of job postings per month on Croma Campus Intellipaat's job portal



Profile Building

Craft a resume and LinkedIn profile and make an impression on top employers



1:1 Mentoring Sessions

Get 1:1 guidance at every step in your career transition to respective Technology



Guaranteed interviews

Get job interviews with 400+ hiring partners including promising startups and top MNCs

Google AdWords **Training Curriculum**

✔ Google AdWords Fundamentals

- **AdWords Introduction**
- **Ad Rank:** This will go over the one of the most important concepts of AdWords – Ad Rank. Ad Rank is the metric that Google uses to sort, rank and display all available advertisements. This session is vital because understanding Ad Rank will help you to create better performing ads and optimize those ads over time.
- **Landing Pages:** This will go over landing pages which are also called destination pages within Google AdWords. They are what a user sees directly following a click of an advertisement.
- **Walk Through: Landing Page Examples:** This will walk through three different types of companies (software, ecommerce and local) and landing pages that they use in their AdWords campaigns. We will discuss the elements on the pages that work towards the goal of converting website visitors to paying customers
- **Campaign & Ad Group Fundamentals:** In this session we will discuss campaign structure and setting up your first campaign. We will also dive into the difference between Campaigns and Ad Groups – a common area of misunderstanding with those new to AdWords.

✔ Targeting and Bidding

- **Location Targeting:** In this session we will jump into creating your first campaign. This lesson will specifically talk about how to target by location each element from targeting by country, city, state, zip code and radius from a given location.
- **Walk Through: Location Targeting:** In this walk through we will go through each option of location targeting in Google AdWords using a live account. We will go through targeting by country, state, city, zip code and radius and also how to add multiple locations.
- **Walk Through: Location Groups:** In this session we will talk through how to target different languages in a live Google AdWords account. This walk through will use the "All Features" options at the top of the campaign creation page.

- **Walk Through: Bidding**
- **Walk Through: Start/End Date**
- **Walk Through: Audiences**
- **Ad Extensions**
- **Walk Through: Sitelinks**
- **Walk Through: Call Outs**
- **Walk Through: Call Extensions**
- **Walk Through: Additional Settings**
- **Walk Through: Adding Conversion Tracking:** This walk through will go over how to set up conversion tracking on your website. Setting up conversion tracking is key to being able to effectively managing and optimizing your campaigns. It is necessary if you want to use the 'Optimize for Conversions' bidding option

Creating Ads & Adding Keywords

- **Creating & Writing Ads:** In this session we will talk about each element that goes into writing a successful advertisement. We will break down the headline, description lines, display URL and destination URL. We will also talk about different styles of ads so that you can test what will work best for your business.
- **Walk Through: Creating and Writing Ads:** In this walk through we will write our first advertisement in a live Google AdWords campaign. We will talk about different styles and how punctuations can affect how the ads are displayed to users.
- **Adding Keywords:** In this lecture we will discuss how to add keywords to your Ad Groups and how to look for new keyword opportunities using research tools provided in AdWords.
- **Keyword Match Types:** In this lecture we will discuss broad, phrase, and exact match keyword match types. We will also discuss the different strategies and ways to use these match types to your advantage in your campaigns.

- **Walk Through: Adding Negative Keywords:** In this walk through we will go over how to add negative keywords to your Ad Groups and Campaigns. This is an extremely important lesson because you will learn how to look for keywords that may be costing you money on unwanted phrases. Adding negative keywords is a key step to optimizing your campaigns.
- **Dynamic Keyword Insertion:** In this lesson we will discuss what dynamic keyword insertion is, how to use it in your campaigns and how it can be of benefit to you. Instead of guessing what to put in your ad copy you can use 'DKI' to exactly match what they searched for causing better relevance and often times better performance.
- **Walk Through: Dynamic Keyword Insertion:** In this walk through we will go through our live account and create an advertisement using Dynamic Keyword Insertion in the Headline and Display URL.

✓ AdWords Strategies & Research Tools

- **Competitive Research:** In this session we will go through a few different tools and techniques that you can use to see what your competition is doing online. With spyfu and mix rank you can get a better idea of what your competitors are spending, what their ads look like and what keywords they are going after.
- **Google Keyword Planner**
- **Google Analytics for Keyword Research:** In this session we will go over how to look for opportunities in a live Google Analytics account. We will use organic traffic and engaged traffic to see how customers are currently finding your site and show how you can use that information in AdWords.
- **Better Keyword Research**

✓ Optimization

- Optimization Overview
- Optimizing Campaign Settings
- Optimizing Through A/B Testing
- Optimizing with Ad Extensions
- Optimizing Click Through Rates
- Optimizing with Negative Keywords

✔ Display and Remarketing

- **Intro into Display Campaigns:** In this session we will discuss the Google Display network and how to create display campaigns. We will also discuss the opportunities of the display network, its differences between the search network and common pitfalls
- **Walk Through: Display Campaigns:** In this walk through we will use our live AdWords account to create our first display campaign using an image ad. We will walk through the different targeting and creation steps to get your first display campaign live.
- **Intro into Remarketing:** In this lecture we will discuss how to use remarketing to target customers that have already shown an interest in your website. We will also discuss different strategies of remarketing and go over a Zappos case study to show how one of the best in the business does it.
- **Walk Through: Remarketing:** In this walk through we will use our live account to show how to step up a remarketing audience and how to create your first remarketing campaign. We will go through the different options that you can in your remarketing list and how to add an image ad that uses your remarketing list.

e-Learning through LMS

Learning Management System

Our LMS (LearnPitch) is for the administration, documentation, tracking, reporting, automation, and delivery of educational courses, training programs, or learning and development programs.

Our LMS has been designed to identify training and learning gaps, using analytical data and reporting to keep you up with the class activities.

Key Features Learning Management System



Live Sessions with Class recordings



Get study material with Assignments.



Track your curriculum covered.



Track your class wise attendance



Share your feedback for Trainer & Training



Get your Training Certificate from LMS



Training **Certification**

Earn Your **Certificate**

Your certificate and skills are vital to the extent of jump-starting your career and giving you a chance to compete in a global space.



Croma Campus! Reviews



"The most rewarding part of my experience has been achieving a prestigious certification in the subject that I love. Moreover, the training offered out by the specialists are of world-class and prepares out the students for corporate world. For me Croma Campus means a lot."

*"By The
Students
For The
Students,,*

Your Success Is **Our Story**



Bharat

“ I am fully satisfied with the excellent training services received by the expert staff at Croma Campus. I want to thank Croma Campus for providing me with the most innovative and affordable training services for learning all the software testing procedures and guidelines. ”



Ankit

“ It was a lifetime experience for me to get trained by IT Experts of Croma Campus. What I liked most about the training was the consistent high-quality education, which was friendly and co-active. The placement department was also proactive, they keep me updated regarding new job opportunities and provide the grooming session to crack the interview. At last, I would like to thank all faculty members of Croma Campus for their immense help and support. ”



Nitesh

“ Without any second thought, I will give Croma Campus 10/10. Their placement department is highly proactive. I remember they started scheduling interviews for me from the very next day when I told them my course has been completed. These people are doing a phenomenal job and I highly recommend Croma Campus to everyone. ”



Shams Khan

“ Croma Campus is doing a phenomenal job in the IT training industry. The reason why I decided to join their training program was that they provide quality training at very a nominal price. Plus, the online training mode was also a factor due to which I decided to join the training program of Croma Campus as I didn't want to attend physical classes. ”



Meet Our Team



Sales Team

Our Sales team is highly passionate, emphatic, positive attitude, great listening skills, ability to deliver quick solutions, and they are multitasker too. Our team always remains up-to-date about all the latest technologies and market trends. With effective communication skills, they always work to deliver the right information to customers when it is needed.



Product Team

Our product team is highly functional and collaborative working together to achieve the common outcome of designing exceptional digital experiences. Each of our members is a contributor to help us achieve success in long-run. Sitting at the high-end of technology and innovation, team helps to deliver high-end customer experiences and always comes out with a big idea as a game-changing plan.



Marketing Team

Our Marketing team works as gladiators and helps us to achieve business success in all possible ways. They are included in almost everything either it is building a brand, creating brand awareness, promoting products or services, delivering trailblazing customer experiences or increasing engagement at public forums. They are the true backbone of the Company.



Content Team

Our content team is responsible for ideation, creation, optimization, and distribution of content throughout the company. The team always starts its work with a strategy, how to create high-quality contents, and how to promote or share the content. Our in-house content team help us to produce all types of contents either they are educational content pieces, marketing content, SEO content, or any other forms too.



Customer Access Team

This is the team that has actually been taken up us from reactive state to a pro-active state. The team utilizes high-valued solutions to satisfy customers in all possible ways. It is truly said that no company can succeed if your customers are not satisfied. And our customer success team is dedicatedly working to keep all the customers satisfied and we always consider our customer feedback on priority.



HR Team

Our HR team is committed to provide high-end solutions to employees as they require. Our HR team has the right skills and knowledge to make sure that the HR department can always be legally and strategically successful. They know how to keep employees motivated all the time with the best HR policies and fun activities too from time to time.



Glimpse Of Our Office

Look **Who We are**

Our office's infrastructure comprises all the necessary software and network resources that are required to deliver IT & Design, Human Resources, Digital Marketing, and training services.

We are well-equipped with bright designed work bays for employees and managers having separate cabins with spacious cafeteria and training classrooms.



About Croma Campus

“ Our Mission is to Build Nation through Education & Beyond Limitation. ”

Croma Campus Training & Development Private Limited is an education platform providing rigorous industry-relevant programs designed and delivered in collaboration with world-class faculty, industry & Infrastructure. In the past 12 years we have trained 18000+ candidates and out of which we are able to place 12000+ professionals in various industries successfully.

We Are
Affiliated
With Different
Partners



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