

CONTINUING EDUCATION

COURSE OUTLINE – Paid Search (PPC)

INSTRUCTOR: N/A

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PREREQUISITE(S): None

REQUIRED TEXT/RESOURCE MATERIALS:

Course materials are included.

CALENDAR DESCRIPTION:

Paid Search advertising, also called pay-per-click (PPC), is used to pay for traffic to visit a website. In this course, you will explore search marketing, the search process, and the buying cycle. Also included is how to set up a successful PPC account, how to set and measure goals, and how to optimize keyword usage using a variety of strategies. You will then examine components of effective ads and landing pages, how to optimize ad targeting, and when to use search or display advertising. The course then delves into research and analysis considerations, such as report creation, improving quality score, and using A/B and multivariate ad testing. Course material is presented through the use of text, videos, games, and other engaging content.

CONTACT HOURS: 4 hours

CEUs: 0.4

DELIVERY MODE: Online self-paced

TRANSFERABILITY: N/A

GRADING CRITERIA:

Upon successful completion of the course, you will receive a Certificate of Completion.

EVALUATIONS: Learners must achieve a test score of at least 70% to meet the minimum successful completion requirement and qualify to receive IACET CEUs.

STUDENT RESPONSIBILITIES: Completion of any practice lessons, quizzes, assignments, or tests.

COURSE SCHEDULE/TENTATIVE TIMELINE:

Dates vary (refer to website for current availability).

LEARNING OUTCOMES:

Upon successful completion of this course, learners will be able to:

- Explain the purpose of paid search (pay-per-click) advertising
- Define search marketing, search engine marketing (SEM), and search engine optimization (SEO)
- Describe the search process and the search buying cycle
- Demonstrate how to set PPC account goals and measure them
- Explain how to build a PPC account and estimate conversion rates
- Understand and set bids
- Conduct an audit of a PPC account
- Describe different types of keyword searches
- Explain how to use keyword planners and other tools
- Describe how to use keyword matching and negative keywords
- Describe the benefits of paid search (pay-per-click) and the parts of an ad
- Explain how dynamic keywords and different ad extensions are beneficial
- Relate how a marketer can segment B2B and B2C searchers
- Describe the difference between mobile and desktop ads and landing pages
- Explain how to optimize a landing page
- Understand the difference between search and display advertising
- Describe display ad formats and the importance of contextual advertising
- Identify components of an effective paid search report
- Describe the pros and cons of A/B versus multivariate testing
- Explain how to manage the PPC channel and why editors are useful