



Google Adwords Grant Introduction

Google grant search course - Half day

Google gifts non-profit organisations with \$10,000 a month to promote their good work through Google Adwords. \$10,000 can go a very long way in paid search if you know what to do. Are you getting the most out of your grant? If the answer is no, kick off your Google Adwords campaign in this hands-on workshop.

Is this course for you?

Do you want to start with Google Ad Grants, but don't know how?

Are you struggling to set up a Google Adwords campaign and need some guidance? If yes, then bring your laptop with Adwords logins and come to this search engine marketing course.

What you'll get from this Google Grants course

When you've finished this Google Adwords Grant introduction course, you'll be able to start working on your paid search campaigns to drive more traffic to your website and increase revenue from search engine marketing.

What we'll cover

- What is search engine marketing (SEM)?
- What's the difference between Adwords and the Google Grant?
- Google Adwords campaign structures
- Search ads & creative
- Linking to Google Analytics
- How to understand the results

When, where & how much?

This is a half day course, we start at 9:30am and finish at 1:00pm

Location: Sydney CBD and Melbourne CBD

Investment: \$349 + GST per person

Want to know more?

For more details please call our Training Wizard: **Dianna Verlaan**, on 0417 732 217 or email us at training@parachutedigital.com.au

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Call Dianna on 0417 732 217 or

Book via the course calendar online.