uCertify

Course Outline

Google Advanced Google AdWords

04 Aug 2025

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1. 📖 Course Objective

Kick start your preparations in online advertising field with Google Advanced Google AdWords course for complete knowledge and good score in AdWord certification exam. The course covers the objectives of Google-AdWord exam which are testing knowledge in the fields of online advertising and adwords. The course will help you gain the expertise in the field of advertising.

2. 📋 Pre-Assessment

Pre-Assessment lets you identify the areas for improvement before you start your prep. It determines what students know about a topic before it is taught and identifies areas for improvement with question assessment before beginning the course.

3. 🔄 Exercises

There is no limit to the number of times learners can attempt these. Exercises come with detailed remediation, which ensures that learners are confident on the topic before proceeding.

50
EXERCISES

4. ⏱ Quiz

Quizzes test your knowledge on the topics of the exam when you go through the course material. There is no limit to the number of times you can attempt it.

69
QUIZ

5. ⚡ flashcards

Flashcards are effective memory-aiding tools that help you learn complex topics easily. The flashcard will help you in memorizing definitions, terminologies, key concepts, and more. There is no limit to the number of times learners can attempt these. Flashcards help master the key concepts.

138
FLASHCARDS

6. 📖 Glossary of terms

uCertify provides detailed explanations of concepts relevant to the course through Glossary. It contains a list of frequently used terminologies along with its detailed explanation. Glossary defines the key terms.

138
GLOSSARY OF TERMS

7. Expert Instructor-Led Training

uCertify uses the content from the finest publishers and only the IT industry's finest instructors. They have a minimum of 15 years real-world experience and are subject matter experts in their fields. Unlike a live class, you can study at your own pace. This creates a personal learning experience and gives you all the benefit of hands-on training with the flexibility of doing it around your schedule 24/7.

8. ADA Compliant & JAWS Compatible Platform

uCertify course and labs are ADA (Americans with Disability Act) compliant. It is now more accessible to students with features such as:

- Change the font, size, and color of the content of the course
- Text-to-speech, reads the text into spoken words
- Interactive videos, how-tos videos come with transcripts and voice-over
- Interactive transcripts, each word is clickable. Students can clip a specific part of the video by clicking on a word or a portion of the text.

JAWS (Job Access with Speech) is a computer screen reader program for Microsoft Windows that reads the screen either with a text-to-speech output or by a Refreshable Braille display. Student can easily navigate uCertify course using JAWS shortcut keys.

9. State of the Art Educator Tools

uCertify knows the importance of instructors and provide tools to help them do their job effectively. Instructors are able to clone and customize course. Do ability grouping. Create sections. Design grade scale and grade formula. Create and schedule assessments. Educators can also move a student from self-paced to mentor-guided to instructor-led mode in three clicks.

10. Award Winning Learning Platform (LMS)

uCertify has developed an award winning, highly interactive yet simple to use platform. The SIIA CODiE Awards is the only peer-reviewed program to showcase business and education technology's finest products and services. Since 1986, thousands of products, services and solutions have been

recognized for achieving excellence. uCertify has won CODiE awards consecutively for last 7 years:

- **2014**
    1. Best Postsecondary Learning Solution

- **2015**
    1. Best Education Solution
    2. Best Virtual Learning Solution
    3. Best Student Assessment Solution
    4. Best Postsecondary Learning Solution
    5. Best Career and Workforce Readiness Solution
    6. Best Instructional Solution in Other Curriculum Areas
    7. Best Corporate Learning/Workforce Development Solution

- **2016**
    1. Best Virtual Learning Solution
    2. Best Education Cloud-based Solution
    3. Best College and Career Readiness Solution
    4. Best Corporate / Workforce Learning Solution
    5. Best Postsecondary Learning Content Solution
    6. Best Postsecondary LMS or Learning Platform
    7. Best Learning Relationship Management Solution

- **2017**
    1. Best Overall Education Solution
    2. Best Student Assessment Solution
    3. Best Corporate/Workforce Learning Solution
    4. Best Higher Education LMS or Learning Platform

- **2018**
    1. Best Higher Education LMS or Learning Platform

2. Best Instructional Solution in Other Curriculum Areas

3. Best Learning Relationship Management Solution

- **2019**

    1. Best Virtual Learning Solution

    2. Best Content Authoring Development or Curation Solution

    3. Best Higher Education Learning Management Solution (LMS)

- **2020**

    1. Best College and Career Readiness Solution

    2. Best Cross-Curricular Solution

    3. Best Virtual Learning Solution

11. Chapter & Lessons

uCertify brings these textbooks to life. It is full of interactive activities that keeps the learner engaged. uCertify brings all available learning resources for a topic in one place so that the learner can efficiently learn without going to multiple places. Challenge questions are also embedded in the chapters so learners can attempt those while they are learning about that particular topic. This helps them grasp the concepts better because they can go over it again right away which improves learning.

Learners can do Flashcards, Exercises, Quizzes and Labs related to each chapter. At the end of every lesson, uCertify courses guide the learners on the path they should follow.

Syllabus

Chapter 1: Understanding Search Theory

- The Origins of Google AdWords

- The Psychology of Search

- Goal Alignment: Google vs. You vs. the Searcher

- Best Practices for Applying Search Theory

Chapter 2: Performing Keyword Research

- Understanding the Buying Funnel

- Understanding Keywords

- Discerning Keyword Match Types

- Using Negative Match

- Using Advanced Organizational Techniques

- Taking Control of Your Ad Display

- Best Practices for Conducting Keyword Research

Chapter 3: Keyword Tools: Extracting Valuable Data from Google

- AdWords Keyword Planner

- Google Trends

- Bing Ads Intelligence

- Best Practices for Using Keyword Tools

Chapter 4: Writing Compelling Ads

- Do Your Ads Reflect the Search Query?

- Writing Effective Ads

- Following Google's Editorial Guidelines

- Developing Unique Selling Propositions

- Distinguishing Features and Benefits

- Employing Themes That Get Clicks

- Controlling Your Mobile Ads

- Spicing Up Your Ads with Ad Extensions

- Showcasing Your Products with PLAs

- Following the Law: Trademarks

- The Quest for the Holy Grail of Advertising

- Best Practices for Writing Compelling Ads

Chapter 5: Creating Landing Pages That Convert Searchers into Buyers

- Does Your Landing Page Answer the Searcher's Question?

- Everything about Destination URLs

- Choosing Landing Pages That Increase Conversion Rates

- Employing Usability, Trust, and Web Technology

- Best Practices for Landing Pages

Chapter 6: Learning Advanced Optimization Techniques

- Optimizing for Traffic

- Optimizing for Conversions

- Best Practices for Advanced Optimization Techniques

Chapter 7: Demystifying Quality Score

- What Is Quality Score?

- Viewing Your Quality Score

- Landing Page Quality: Making Your Pages Relevant

- Estimating Your First Page Bid

- Understanding the Display Network Quality Score

- Diagnosing Your Quality Scores

- Increasing Quality Scores

- What to Do if Your Quality Score Drops

- Quality Score FAQs

- Best Practices for Optimizing Quality Scores

Chapter 8: Beyond Text: Employing Image, Video, and Mobile Ads

- Beyond the Desktop: Creating Mobile Ads

- Beyond Static Text: Creating Rich Media Ads

- AdWords Ad Gallery

- Best Practices for Employing Image, Video, and Mobile Ads

Chapter 9: Understanding the Display Network

- What Is the Display Network?

- Creating a Successful Display Network Campaign

- Blocking Your Ads from Being Shown across the Display Network

- Smart Pricing: Measure Success with Cost per Conversion

- Using the Display Planner Tool

- Best Practices for the Display Network

Chapter 10: Utilizing Advanced Display Network Techniques

- Remarketing: Bringing Visitors Back to Your Site

- Flexible Targeting: Mixing and Matching Every Display Targeting Option

- Optimizing Your Display Campaigns

- Creating Scenarios to Understand and Reach Your Target Audience

- Writing Effective Display Ads

- Best Practices for Advanced Display Network Advertising

Chapter 11: Utilizing Advanced Geographic Targeting Techniques

- What Is Geographic Targeting?

- Reaching Users in Specific Locations

- Location Targeting Considerations

- Treating Locals and Nonlocals Differently in Your Ad Copy

- Viewing Geographic Results

- Geographic Performance Reports

- Best Practices for Geographic Targeting

Chapter 12: Saving Time and Scaling Accounts with AdWords Editor

- AdWords Editor Overview

- Scaling Your Account

- Best Practices for Using AdWords Editor

Chapter 13: Devising Profitable Bid Strategies

- Setting Your Marketing Goals

- Measuring Results with Google's Conversion-Tracking Code

- Exploring AdWords Bidding Options

- Profitable Bidding Strategies

- Calculating Your Max CPC

- Bid Modifiers: Automatically Changing Bids by Time, Geography, Devices, and More

- Understanding Attribution Management

- Examining AdWords Reports to Make ROAS Bid Decisions

- Best Practices for Utilizing Profitable Bid Strategies

Chapter 14: Organizing Accounts Successfully

- What Is an AdWords Account?

- Developing a Successful Campaign Structure

- Organizing an Ad Group to Increase CTR and Conversion Rates

- Best Practices for Account Organization Strategies

Chapter 15: Implementing Testing Techniques That Will Increase Profits

- Testing Is Essential to Increasing Profits

- Testing Ad Copy to Increase Conversions

- Ad Copy Themes to Spark Your Creativity

- Testing Landing Pages to Increase Conversions

- Testing Profit per Click and Profit per Impression

- AdWords Campaign Experiments

- Best Practices for Testing Techniques That Will Increase Profits

## Chapter 16: AdWords Reports: Extracting Actionable Information

- Choosing General AdWords Report Settings

- Using Reports to Optimize Your Account

- Creating Custom Alerts

- Best Practices for Using AdWords Reports

Chapter 17: Step by Step: Creating and Monitoring Your AdWords Account

- Before You Create Your Account

- Creating Campaigns

- Optimizing Ongoing Campaigns

- Best Practices for Creating and Managing Your AdWords Account

12. Practice Test

Here's what you get

40	**2**	**40**
PRE-ASSESSMENTS QUESTIONS	**FULL LENGTH TESTS**	**POST-ASSESSMENTS QUESTIONS**
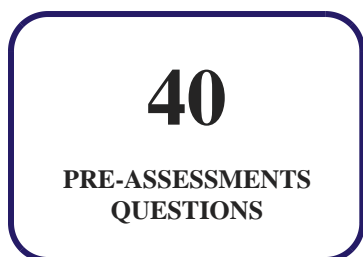
Features

Each question comes with detailed remediation explaining not only why an answer option is correct but also why it is incorrect.

Unlimited Practice

Each test can be taken unlimited number of times until the learner feels they are prepared. Learner can review the test and read detailed remediation. Detailed test history is also available.

Each test set comes with learn, test and review modes. In learn mode, learners will attempt a question and will get immediate feedback and complete remediation as they move on to the next question. In test mode, learners can take a timed test simulating the actual exam conditions. In review mode, learners can read through one item at a time without attempting it.

13. Post-Assessment

After completion of the uCertify course Post-Assessments are given to students and often used in conjunction with a Pre-Assessment to measure their achievement and the effectiveness of the exam.

You can't stay away! Get