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Sign up

SEA & IA Training

3 days (21 hours)

Presentation

Our SEA & AI training course will give you the skills you need to become an expert on Google Ads. Aimed at beginners and intermediate users, this course will cover the latest versions of the tool and winning strategies in 2024, including real-life uses of AI in the traffic manager's job.

The course is divided into three parts: one day dedicated to a general understanding of search engine advertising to create optimized campaigns, followed by two specialized optional modules of one day each to master the essential segments of SEA: E-commerce and lead generation.

You'll learn how to use artificial intelligence to optimize your campaigns and take advantage of the latest technologies to maximize your results.

Objectives

- Understand the principles and mechanisms of SEA (Google Ads) and place it in the current political and technological context
- Set up and launch effective lead generation and e-commerce campaigns
- Discover and apply the best keyword and ad strategies
- Use AI tools to improve the effectiveness of advertising campaigns.

Target audience

- Company managers
- Acquisition managers
- Marketing and communications managers
- Data analysts
- Web analysts
- Traffic managers
- Webmasters

Prerequisites

A Google account to access Google Ads

SEA & IA Training Program

Day 1: Global SEA & IA Training

Introduction

- ATS basics
- Overview of the various advertising platforms (Google Ads, Bing Ads, etc.)
- Overview of campaign types and possible objectives

Keyword strategy and research

- Relevant keyword research methods
- Use of keyword research tools (Google Keyword Planner, SEMrush)
- Organizing and structuring ad groups

Creation and optimization of SEA campaigns

- Setting up effective campaigns
- Choice of auctions and budgets
- Advanced settings (geographic targeting, scheduling, etc.)

Optimizing ads with AI

- Template for writing effective ads
- How do you get a very high Quality Score and a very good CTR?
- Using ad extensions to improve performance

Analysis and Reporting with AI

- Use of Google Analytics and SEMrush for performance analysis
- Automatic reporting with Google Data Studio
- Practical exercise: Using an AI analysis tool to create a performance report

Day 2: E-commerce Module

Introduction

- Specific features of e-commerce accounts
- Specific features of online sales campaigns

Shopping campaign configuration

- Creation and management of product flows
- Structuring shopping campaigns and product groups
- Use smart auctions to maximize return on investment

Remarketing for e-commerce accounts

- Creating remarketing lists
- Customized ads for users who are already interested
- Using similar audiences to reach potential new customers

Sales tracking and performance measurement

- GA4 configuration
- Setup tracking with back office according to CMS
- Using e-commerce reports to analyze performance
- Campaign optimization based on conversion data

Day 3: Lead-Gen module

Setting up tracking for a lead gen account

- Understanding the specific needs of lead generation accounts
- GTM conversion tags
- GA4 events
- Integration of lead management tools (CRM)
- Offline conversion tracking

Campaign configuration and specificity of "request-gen" campaigns

- Creation of specific lead generation campaigns
- The different channels for lead generation
- Customize ad extensions for contact forms
- Using call extensions for direct telephone calls

Conversion rate optimization

- Interpretation of key performance indicators (KPIs)
- Optimize campaigns accordingly
- A/B testing of key ad elements
- Landing page optimization
- Use personalized audiences to target qualified leads

Companies concerned

This training course is aimed at both individuals and companies, large or small, wishing to train their teams in a new advanced computer technology, or to acquire specific business knowledge or modern methods.

Positioning on entry to training

Positioning at the start of training complies with Qualiopi quality criteria. As soon as registration is finalized, the learner receives a self-assessment questionnaire which enables us to assess his or her estimated level of proficiency in different types of technology, as well as his or her expectations and personal objectives for the training to come, within the limits imposed by the selected format. This questionnaire also enables us to anticipate any connection or security difficulties within the company (intra-company or virtual classroom) which could be problematic for the follow-up and smooth running of the training session.

Teaching methods

Practical course: 60% Practical, 40% Theory. Training material distributed in digital format to all participants.

Organization

The course alternates theoretical input from the trainer, supported by examples, with brainstorming sessions and group work.

Validation

At the end of the session, a multiple-choice questionnaire verifies the correct acquisition of skills.

Sanction

A certificate will be issued to each trainee who completes the course.