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Sign up

SEA 2024 training with Google Ads
1 day (7 hours)

Presentation

Our SEA training will give you the method to get qualified leads or maintain your ROI with Google Ads. Our training is designed for beginners and intermediate users, and will cover the latest version of the tool and winning strategies in 2024.

Our course is divided into three parts: a one-day generalist module to understand search advertising and create your first optimized campaigns. This is followed by two one-day specialized courses to master two important SEA segments: lead generation and e-commerce.

We'll teach you essential practices for success on the search network, such as keyword selection, account structure, bidding, ad writing and segmentation.

During our SEA E-commerce module, you'll learn how to create Shopping campaigns, set up robust tracking, remarketing and product feed management. For lead generation, you'll also learn how to configure your tracking via Tag Manager and Google Analytics, as well as how to optimize your campaigns from A to Z to boost your conversion rate.

Objectives

- Understand the principles and workings of SEA (Google Ads)
- How to set up and launch effective Lead Gen and Ecom campaigns
- Discover the best keyword and ad strategies

Target audience

- Company manager
- Acquisition manager
- Marketing and communications manager
- Data analyst
- Web analyst
- Traffic manager
- Webmaster

Prerequisites

- Have a Gmail account (to manage campaigns in sandbox mode)

Program of our SEA 2024 Training with Google Ads

Introduction

- ATS basics
- Overview of different 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
- Organizing and structuring ad groups

Campaign creation and optimization

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

Ad optimization

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

Complementary module (+1 day) : SEA training for E-commerce

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
- Customize 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

Complementary module (+1 day) : SEA training for lead generation

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

- 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.