



GOOGLE ADS

- Canva Basics Introduction
- Text , Shapes & Colors
- Google Ads configuration
- Types of Ads & Purposes
- Understanding the Content for Ad
- Content Creation Basics
- Image sizes and Formats for Ads
- Keywords Search
- Keywords Analysis - Google Keywords
- Controlling cost
- Managing Campaigns
- Campaigns & daily monitoring , reports
- Insights of the Ads (CTR & CPC)
- Ads monitoring via Google Analytics Basics