

CHENNAI ACADEMY

chennaiacademy.com

Search Engine Marketing (SEM)

Google Adwords (PPC)

- Introduction to online advertising and adwords
- Adwords account and campaign basics
- PPC Campaign Set-up
- Adwords Ad Formats
- Click-Through-Rates-CTR's
- Policies and Ad Quality issues
- Impressions
- Acquaintance to Conversion
- Knowledge of Cost-Conversion
- Search network Ads
- Display Net work Ads
- Search & display network Ads
- Adwords Targeting and Placement
- Adwords Bidding and Budgeting
- Optimizing Performance
- Display Advertising on the Google
- Display network and Mobile Advertising
- Performance Monitoring and Conversion Tracking

FEATURES:

Well-structured and industry-relevant course curriculum

Experienced and dedicated faculty members

Exposure to live projects from day one

Periodic evaluation and feedback

100% Placement assistance on successful completion

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ELIGIBILITY:

Any graduate/diploma/ITI course

Basic computer skill

Basic Internet knowledge

Knowledge in functional English

More Details : [Visit Here](#)