



Trained by the people that are winning the awards!

Our trainers are running accounts... and they're running them very well!

They're in the platforms daily and have relevant experiences and up-to-date knowledge to share.



This is Georgie.

The clear impact and measurability of a good Paid Search campaign is what makes training in this topic so satisfying! Georgie likes to encourage strong participation as she tailors the session to your goals.

Typical Training Content

Understand the interface, how to structure your account, set up a new search campaign and optimise your activity.

- ▲ Campaign Structure & Creation
 - ▲ An introduction to the Google Ads structural hierarchy. Learn how to build your new campaigns, keywords and ads in line with best practice.
- ▲ Conversion Tracking
 - ▲ Understand how to track conversions from leads to sales. Ensure full visibility of value by including all relevant conversion sources such as GA Goals, phone tracking and offline imports.
- ▲ Reviewing Performance
 - ▲ Learn how to use filters, segments and views to quickly identify opportunities within your account.
- ▲ Manual and Automated Optimisation
 - ▲ Find out how to optimise your account through bid optimisation, audience, device, location, time of day and demographic bid adjustments.
 - ▲ Understand how and when to use automation to do this for you!

Our office is 10-minute walk from **London Bridge and Tower Hill**. All training rooms are very well equipped and comfortable.

We will structure the day around you and your team. Most sessions are a full day from **10am and 4pm** with lots of breaks along the way.

Feel at home in our client kitchen area with as much coffee, tea or squash as you fancy. For all-day sessions, **lunch will be provided** along with ample fruit and biscuit snacks.

