

# COURSE CONTENT

**We**   
**DigitalMarketing**  
Academy

**DIPLOMA IN DIGITAL MARKETING**

**COURSE DURATION : 2 WEEK**

**COURSE FEE : RS. 2000/-**

**CERTIFICATION: WE LOVE CERTIFICATION**

**9831410563**

[www.welovedigitalmarketing.com](http://www.welovedigitalmarketing.com)

# GOOGLE ADWORD 2 WEEK

## Module 1

**Introduction to Online Paid Advertising -**  
Google AdWords and Bing/Yahoo Advertising

**Comprehensive Keyword Research using Keyword Planner Tool –**  
Target keyword analysis, keywords grouping

**Importance of Broad Match, Modified Broad Match, Exact Match,  
Phrase Match, Negative Match keywords and how they work**

### Course Duration

**2 week**

### Course Fee

**Rs. 2000/-**

**Career goals: PPC expert**

**Certification: We Love Certification**