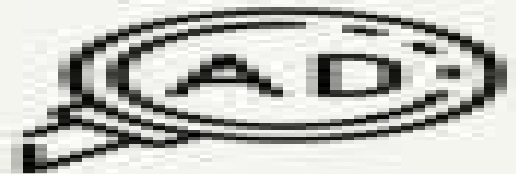


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Study Guide

Get Familiar With the Course Structure

- Search Engine Marketing
- Pay-per-click
- Strategizing PPC campaigns
- Market Analysis
- Ad Writing Techniques
- Campaign Management
- Bid Management Plan
- Effective Landing pages
- Performance Tracking
- Decision User Psychology
- Reporting & Analysis
- Testing
- SEM Management
- Affiliate Marketing
- Mobile Marketing



Study Groups

- Doubt clearing sessions
- Confidence boost up
- Improving overall skills
- A competitive environment to study
- Brainstorming



Practice Tests

- Updated & advanced questions including the answer key
- Self-analyzing of performance
- Expert revision



Adwords Fundamentals Exam Study Guide

Quentin Docter



Adwords Fundamentals Exam Study Guide

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