

Certificate in Google Adwords

Google Ads certification are professional accreditation that Google offers to individuals who demonstrate proficiency in basic and advanced aspects of Google Ads. There are six Google Ads certifications available today: Google Ads Search, Google Ads Display, Google Ads Video, Shopping ads, Google Ads Apps, and Google Ads Measurement.

Note: The Google Ads Measurement certification does not count toward the Partners badge.

A Google Ads certification allows individuals to demonstrate that Google recognizes them as an expert in online advertising. You can access Google Ads certifications on the Skillshop [Google Ads Certification page](#).

This article explains the benefits of getting certified, how to get certified, and how to communicate your certification status with others.

Google AdWords Certification Course Syllabu

- Understanding AdWords
- Google Ad Types
- AdWords Pricing Models
- PPC Cost Calculations and Ad Page Rank
- AdWords – Billing and Payments
- AdWords User Interface
- Keywords Control
- Keyword Planner Tools
- Creating Ad Campaigns
- Creating Text Ads
- Creating Ad Groups
- Bidding Strategy for CPC



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CENTRAL EDUCATION & INFORMATION TECHNOLOGY RESEARCH COMMITTEE

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