

### What is Getting Started with Google AdWords?

Getting Started with Google AdWords is a one day hands-on course designed for people who want to learn to set up and manage their own Google AdWords account in just one day!

### What's covered on the day?

- What is Google AdWords? (And what isn't!)
- Choosing the right phrases to target in the first place
- Quality Score – how it can make or break your AdWords account, and what to do about it
- Writing winning advertisements that convert into business
- Landing pages and why they are key
- Reporting facilities – how to check on, and improve, the performance of your account.
- Setting up your Google AdWords account – hands-on.
- This is a practical course where you set up, on the day, your own Google AdWords account. By the time you leave our office at the end of the day, you could be getting enquiries from your new ads!

### What's included?

- One day of training at Shropshire Chamber, Telford TF3 3BA (9:30am – 4.30pm) – with no more than 10 delegates on each course
- A £75 Google AdWords voucher, subject to availability
- An hour's phone support in the 30 day period immediately following the course (worth £50)
- Our very own 'Getting started with Google AdWords' training manual (Priceless!)
- Lunch, tea & coffee.

### What do I need to bring?

- Yourself!
- A laptop (Don't have one? We may be able to help, give us a shout)
- Ideally, to get full benefit from the course, you should have access to amend your own website and also have a good website statistics package such as Google Analytics – bring along the login details for these if you can.

# GETTING STARTED WITH GOOGLE ADWORDS

ASCENDANCY

INTERNET  
MARKETING



## When?

We've set the following dates for 2016:

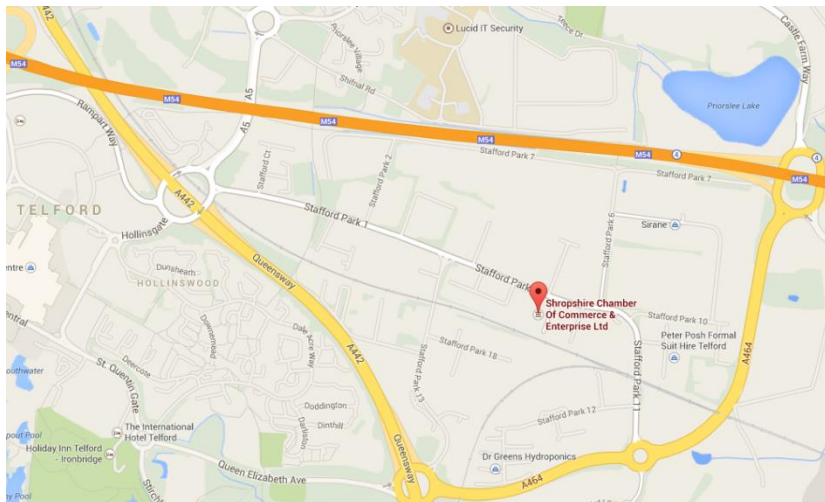
- Thursday, October 20<sup>th</sup>, 2016

## What time?

- 9:30am – 4:00pm

## Where?

- Shropshire Chamber, Trevithick House, Stafford Park 4, Telford, TF3 3BA



## Who?

- The course will be led by Helen, Ascendancy's Managing Director and Google AdWords Qualified Individual. Helen is a qualified teacher and visiting lecturer at the Universities of London and Worcester.

## What does it cost?

- £200 + VAT or £160+VAT for Chamber members or £128 + VAT for Chambers patrons
- Payment is made to Shropshire Chamber of Commerce – these courses are run in conjunction with them – and can be made online on their website. The Chamber will provide more information when you book.

## How do I book?

- Book via the Shropshire Chamber of Commerce website at: [www.shropshire-chamber.co.uk](http://www.shropshire-chamber.co.uk)