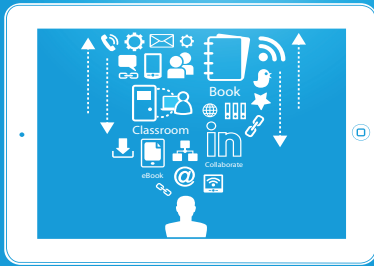


Google Curriculum

Over 1.2 MILLION businesses advertise on Google AdWords worldwide with little to no training --
It is time to start maximizing that investment.



Google[™]
AdWords

Google[™]
Analytics

Logical Operations CHOICE Digital Marketing Library:

GOOGLE ADWORDS:

- [Google AdWords: Part 1 \(1-Day Course Available Now\)](#)
- [Google AdWords: Part 2 \(1-Day Course Available Now\)](#)
- [Google AdWords: Part 3 \(1-Day Course Available Now\)](#)

GOOGLE ANALYTICS:

- [Google Analytics \(1-Day Course Available Now\)](#)

Google AdWords is simple to start using, but is extremely challenging to effectively and efficiently manage an advertising campaign without the right training. Managing an AdWords campaign involves constant monitoring, analysis, and refinement to improve campaign performance and get the most ROI.

With 1.2 MILLION active businesses advertising on Google AdWords - marketing professionals to small business owners are in need of a training solution that helps them master the art of campaign management, and ultimately get the most value out of their investment.

Logical Operations has developed an expert-facilitated digital marketing courseware library to support learners seeking training for:

- **Google AdWords:** Google's flagship advertising product.
- **Google Analytics:** Google's free interface that generates detailed statistics about website traffic.
- *And, more to come!*

CHOICE: Redefining the Modern Classroom

All of our Digital Marketing curriculum is delivered through our CHOICE platform, giving students direct access to powerful pre, during, and post-class digital learning. Logical Operations' expert-facilitated curriculum offers a rigorous learning experience that goes beyond the classroom, giving professionals the on-the-job support they need to be successful.

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Google AdWords

Google AdWords is a web-based marketing tool that allows individuals and organizations to advertise on the Internet. With over 2.01 billion users, Google AdWords is the most popular web marketing tool, and operates on the largest connected set of networks, Google's networks.

Google Certification



Logical Operations' Google AdWords 3-Part curriculum maps directly to the Google AdWords Certification program. The Google AdWords certification is a globally recognized program that allows professionals to showcase their skills and expertise.

To become Google AdWords Certified, students must sit and pass both the advertising fundamentals exam and one advanced-level exam.



[More About our Google Curriculum >](#)

GOOGLE ADWORDS: PARTS 1-3 [1-Day Courses Available Now]

- **About:** In these courses, you will create a Google AdWords account, create an AdWords campaign, create text ads, research and optimize keywords, refine text ad copy, manage your AdWords campaign through analysis, analyze and optimize bidding and budget, and generate both performance and financial reports, and much more.
- **Target Student:** Students taking this course are Google AdWords users who have basic end-user computing skills who will create and manage ads and campaigns with Google AdWords.
- **Technical Requirements:** For this course, you will need one computer for each student and one for the instructor. Internet access is required.

GOOGLE ANALYTICS [1-Day Course Available Now]

- **About:** This course is designed to help Google Analytics users perform baseline analysis of website traffic or online advertising campaigns for a variety of reasons including increasing customer reach and increasing conversions.
- **Target Student:** This course is designed for Web administrators, marketing professionals, sales professionals, and executives with basic computer and Internet skills.
- **Technical Requirements:** For this course, you will need one computer for each student and one for the instructor, plus one computer to function as a classroom web server. Internet access is required.