

Google AdWords & AdSense Course Content

1. Google AdWords and AdSense:

- What is Google Adword & AdSense
- Types of ad targeting tools
- Types of Ads
- ROI measurements techniques
- Different Ad Formats
- Search Foundation Review
- Ad and site Quality
- AdWords Tools
- Performance Monitoring and Reporting
- Optimizing Performance
- Performance, Profitability and Growth
- AdWords API