

Lesson no. 3: Google Adwords- PPC Advertising

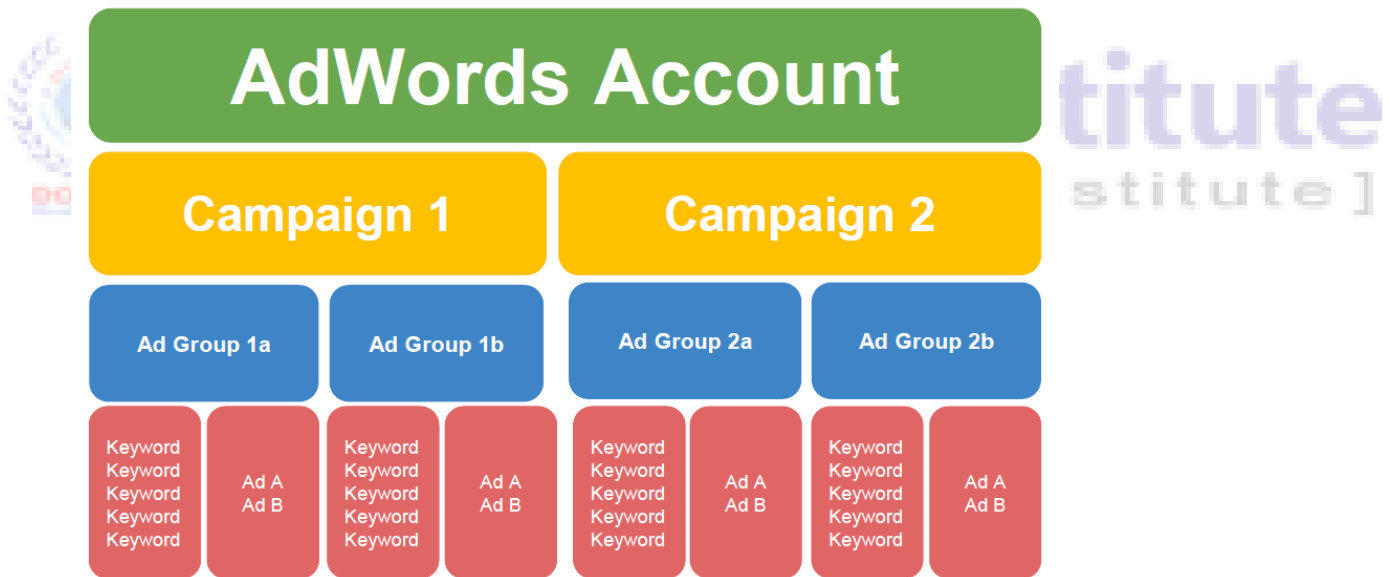
I. UNDERSTANDING ADWORD ACCOUNT STRUCTURE

i. CAMPAIGNS, ADGROUPS, ADS, KEYWORDS, ETC

We'll cover the basics of building out an awesome AdWords account structure in five parts:

- a) The Campaign Level: Laying the Foundation
- b) The Ad Group Level: Building Your House
- c) Keyword Selection: Interior Decorating
- d) Ad Copy: Exterior Design
- e) Ad Extensions: Adding a Backyard Pool

In the end, you'll have a beautiful campaign structure that looks like this:



Let's get to work.

a) AdWords Campaign Structure: Laying the Foundation

