

IC-Academy Premium Series

Seminar - How to profit from Google AdWords



Day 1	Day 2
Chapter 1 - Welcome to IC-Academy About IC-Academy Our Credentials & Background Introduction to AdWords What you will gain from this course	Chapter 3 (Continued) - Master the Google Adwords System Writing your Ads Selecting where to display the ads Controlling costs Reports and other tools Selecting the Proper Keywords
Chapter 2 - Smart Advertising on the Web Are you off-Target with your advertising The difference between traditional advertising & online advertising Techniques for increasing website visitors Introduction to Search Marketing Pay Per Click Basics	Chapter 4 Landing Pages & SEO Designing a quality landing page Search Engine Optimization
Chapter 3 - Master the Google Adwords System Setting up your Google Adwords account Analyzing your website with Google Analytics Creating your first Google Adwords campaign	Chapter 5: IC-Academy, One Year to Success Challenge Month 1-3 Steps Month 4-6 Steps Month 7-9 Steps Month 10-12 Steps