



GOOGLE CLOUD TRAINING

Google Digital Marketing Course

Master Google Digital Marketing strategies. Optimize campaigns and grow your business online with expert skills.

DURATION

2 hours

LEVEL

Intermediate

FORMAT

Instructor-Led

- Globally Recognized Certification

- Expert-Led Hands-On Training

- Flexible Scheduling

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COURSE OVERVIEW

Master the essential strategies and tools for navigating the dynamic world of online marketing with Computer Pride's intermediate-level Google Digital Marketing Course. This comprehensive 2-hour program is expertly designed to equip you with the practical skills needed to boost online visibility, attract target audiences, and drive measurable results using Google's powerful suite of marketing platforms. You will delve into core technologies such as Google Ads for pay-per-click campaigns, Google Analytics for in-depth website performance analysis, and Google Search Console for optimizing organic search presence. By focusing on Google's industry-leading frameworks, this course ensures you gain a globally recognized understanding of how to craft compelling digital strategies. Participants will learn to conduct keyword research, build effective ad campaigns, interpret crucial data to refine marketing efforts, and enhance user experience. The professional benefits are immense, positioning you to confidently manage digital campaigns, make data-driven decisions, and significantly contribute to business growth, whether you're looking to enhance your current role or launch a new career in the high-demand field of digital marketing.

Duration	2 hours
Level	Intermediate
Vendor	Google Cloud

COURSE CURRICULUM

01 Module 1: Foundations of Google Digital Marketing

- Introduction to the Digital Marketing Landscape
- Overview of the Google Marketing Platform
- Defining Target Audiences and Marketing Goals
- Understanding the Customer Journey in a Digital Context

02 Module 2: Mastering Google Search Engine Optimization (SEO)

- Keyword Research and Analysis with Google Keyword Planner
- On-Page SEO Best Practices (Title Tags, Meta Descriptions, Content Optimization)
- Off-Page SEO: Link Building Strategies and Local SEO
- Using Google Search Console for Performance Monitoring and Issue Resolution

03 Module 3: Google Ads for Paid Advertising Success

- Introduction to Google Ads Account Structure and Campaign Types
- Crafting Effective Search, Display, and Video Ad Campaigns
- Ad Copywriting and Creative Best Practices
- Bidding Strategies and Budget Management
- Ad Extensions and Quality Score Optimization

04 Module 4: Data-Driven Decisions with Google Analytics

- Setting Up and Navigating Google Analytics 4 (GA4)
- Understanding Key Metrics and Reports (Audience, Acquisition, Behavior, Conversions)
- Tracking Goals and Events
- Analyzing User Behavior and Campaign Performance
- Creating Custom Reports and Dashboards

05 Module 5: Content and Social Media Marketing Strategies

- Developing a Content Strategy for Google Visibility

- Integrating Social Media with Google Marketing Efforts
- Utilizing YouTube for Video Marketing
- Google My Business Optimization for Local Search
- Measuring Content Performance and Engagement

CAREER PATHWAYS

Graduates of this program are prepared for the following roles:

- > **Digital Marketing Specialist (Google Ecosystem Focus)**
- > **PPC Campaign Manager (Google Ads Specialist)**
- > **SEO & Analytics Coordinator**

FREQUENTLY ASKED QUESTIONS

Q: How does this course specifically leverage Google's tools to enhance my marketing campaigns, beyond general digital marketing principles?

This course is uniquely focused on the Google ecosystem, providing in-depth training on Google Ads for effective paid advertising, Google Analytics for robust data analysis and campaign optimization, and Google Search Console for improving organic search visibility. You'll gain hands-on experience configuring and managing these tools, enabling you to build, track, and refine campaigns directly within the platforms preferred by millions of businesses worldwide.

Q: What foundational knowledge or experience should I possess before enrolling in this intermediate-level Google Digital Marketing Course?

While no specific prior certification is required, an understanding of basic marketing concepts and familiarity with internet browsing and common office applications (like spreadsheets) will be beneficial. This intermediate course is ideal for individuals who have a general interest in digital marketing and are ready to dive into the practical application of Google's specific tools and strategies.

Q: What practical, immediately applicable skills will I gain from this course that I can directly use in a digital marketing role?

Upon completion, you will be able to competently set up and manage Google Ads campaigns, perform effective keyword research, optimize website content for Google search, interpret critical data using Google Analytics to inform strategy, and troubleshoot common SEO issues using Google Search Console. These hands-on skills are directly transferable, preparing you to contribute immediately to a team focused on online growth and campaign management.

ABOUT COMPUTER PRIDE



East Africa's Premier IT Training Center

With over 15 years of excellence, Computer Pride delivers globally recognized certification programs from leading technology vendors. Located on Kenyatta Avenue in Nairobi's CBD, our state-of-the-art facilities and expert instructors have empowered thousands of professionals across East Africa.

15+

Years of Excellence

10,000+

Professionals Trained

50+

Vendor Certifications

READY TO ENROL?

Take the next step in your technology career.

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