



GOOGLE CLOUD TRAINING

Google Marketing Course

Master Google Ads, Analytics, and SEO. Drive traffic, conversions, and business growth with expert digital marketing strategies.

DURATION

2 hours

LEVEL

Intermediate

FORMAT

Instructor-Led

- Globally Recognized Certification

- Expert-Led Hands-On Training

- Flexible Scheduling

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COURSE OVERVIEW

Unlock the power of Google's expansive marketing ecosystem with Computer Pride's Intermediate Google Marketing Course. This comprehensive program is meticulously designed to equip aspiring and current marketing professionals with the practical skills needed to navigate and excel in the digital advertising landscape. You will gain hands-on experience with Google Ads, mastering campaign creation, optimization, and measurement across Search, Display, and Video networks. Furthermore, the course delves into the essentials of Google Analytics 4 (GA4), enabling you to interpret data, understand user behavior, and make informed, data-driven decisions that propel business growth. Beyond paid advertising, we'll explore foundational concepts of Local SEO and Google My Business optimization to enhance organic visibility.

Upon completion, you will not only understand the theoretical underpinnings but also possess the actionable expertise to implement effective Google marketing strategies. This course is ideal for individuals looking to significantly boost their digital marketing capabilities, manage online advertising budgets efficiently, and drive measurable results for businesses. Elevate your career by mastering the tools used by millions of businesses worldwide to connect with their target audiences, improve brand awareness, and increase conversions in today's competitive digital economy.

Duration	2 hours
Level	Intermediate
Vendor	Google Cloud

COURSE CURRICULUM

01 Module 1: Foundations of Google Marketing & Account Setup

- Introduction to the Digital Marketing Landscape
- Understanding the Google Ecosystem: Ads, Analytics, My Business
- Setting Up Your Google Ads Account and Billing
- Navigating the Google Ads Interface
- Key Digital Marketing Metrics and KPIs

02 Module 2: Mastering Google Search Campaigns

- Deep Dive into Keyword Research and Match Types
- Crafting Compelling Ad Copy and Ad Extensions
- Building Effective Campaign Structures
- Understanding Bidding Strategies and Budget Management
- Performance Monitoring and Optimization Techniques for Search Ads

03 Module 3: Google Display & Video Advertising

- Introduction to the Google Display Network (GDN)
- Creating Engaging Display Ad Creatives and Formats
- Strategic Targeting Options: Audiences, Placements, Topics
- Basics of YouTube Ads and Video Campaign Formats
- Measuring and Optimizing Display & Video Campaign Performance

04 Module 4: Google Analytics 4 for Data-Driven Insights

- Introduction to GA4: Setup and Key Concepts
- Understanding Events, Conversions, and Audiences in GA4
- Navigating Standard Reports (Acquisition, Engagement, Monetization)
- Customizing Reports and Creating Explorations

- Integrating GA4 with Google Ads for Unified Reporting

05 Module 5: Local SEO & Google My Business Optimization

- The Importance of Local Search in Modern Marketing
- Setting Up and Fully Optimizing Your Google My Business Profile
- Leveraging Reviews and Posts for Enhanced Local Visibility
- Basic On-Page SEO Strategies for Local Businesses
- Monitoring Local Search Performance and Insights

CAREER PATHWAYS

Graduates of this program are prepared for the following roles:

- > **Digital Marketing Specialist (Google Platforms)**
- > **PPC (Pay-Per-Click) Campaign Manager**
- > **SEO & SEM Analyst**

FREQUENTLY ASKED QUESTIONS

Q: What specific skills will I acquire from this course that are most relevant to the Kenyan digital marketing job market?

This course focuses on practical, in-demand skills such as setting up and optimizing Google Ads campaigns (Search, Display, Video) to drive leads and sales, interpreting user behavior through Google Analytics 4, and enhancing local online presence via Google My Business. These skills are crucial for businesses in Kenya looking to reach local customers and compete effectively online, making you a highly valuable asset in roles like Digital Marketing Specialist or PPC Manager within the local industry.

Q: Are there any prerequisites for enrolling in this Intermediate Google Marketing Course, or is it suitable for complete beginners?

While this is an 'Intermediate' course, we welcome ambitious beginners who have a basic understanding of computer usage and a keen interest in digital marketing. We recommend familiarity with internet browsing and basic marketing concepts. No prior experience with Google Ads or Analytics is strictly required, as the course is structured to build your knowledge from foundational concepts to more advanced applications, ensuring everyone can follow along and gain valuable expertise.

Q: How does completing this Google Marketing Course at Computer Pride position me for official Google Certifications?

This course provides a robust practical foundation and deep theoretical understanding directly aligned with the content covered in official Google Ads and Google Analytics certifications. While this course does not include the exam, the curriculum is designed to thoroughly prepare you for these industry-recognized qualifications. Our expert trainers will guide you through the core competencies, strategies, and best practices, significantly increasing your chances of successfully passing the Google Skillshop certification exams independently after completing the course.

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.

Location

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