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Introduction

What is Google Ads

How Google Ads Words

Quality Score

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How to Plan a Campaign

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CRO Audit - Before Changes

CRO Audit - After Changes

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Introduction to reporting

Google Ads reporting overview

Building a custom report

Pivot table reporting

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Summary

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Why you NEED this video!

How Google Ads Work

Set Up Account

Account Structure

Campaign Settings

Bidding, Ad Rank & Quality Score (important!)

Ad Extensions (Increase CTR!)

Ad Groups (best strategy)

Keyword Match Types

Ad Design

Negative Keywords (save money!)

Keyword Planner

Ad Optimization

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