





Module 1 Keyword Research Master Class

- How To Find Keywords That Are Directly Related To Your Website
- Why You Must Spy On Keywords That Other Use
- How To Determine Exactly Which Keywords To Start Your Campaign With
- Why You Need To Think Like Your Visitor
- Which is the Best Keyword SPY Tool And How To Use It
- How To Make Sure You Don't Get Hit By The Google 'Slaps'

Module 2 Ad Writing Master Class

- The Inner And Outer Game Of Ad Writing
- The Quickest and Easiest Ways To Write Strong High Quality Ads
- How To Research Your Ads And Not Waste Your Time
- How To ReWrite PPC Ads That Have Been 'Slapped'
- How To Make The Ads You Use Relevant To The Visitor
- How To Ad Split Tests And Get Very High Click Through Rates
- How To Write Highly Persuasive, HighConverting Adwords Copy

Module 3 Set Up Account Master Class

- How To Structure Your Campaigns In A Way That Is Ready For Success
- How To Start Out On Strong Foundations From The Beginning Of Your Campaign
- The Top Elements You Must Include In Every Campaign
- How To Name Adgroups Relevant To What's Inside The Group
- What Other Preferences Need To Be Turned Off

Module 4 Campaigns Transformation Master Class

- Why The Default Settings Are Not The Best Way To Running The Account
- When And How To Use The Contextual Ad Networks
- Dose The GeoTargeting
- Feature Really Work?
- How To Use Tools To Help You Manage Your Campaigns
- Which It The Best Ad Setting To Use And Why

Module 5. Tracking & Conversion Master Class

- How To Improve Campaign Performance By Using Google Analytics To Measure Results
- Why You Must Track Conversions And Split Test Your Ads
- How To Improve The Cost Per Click Quickly
- How To Edit Your Website Depending On Visitor Actions
- The Best Places To Place The Codes For Different Outcomes

Module 6. Stop Yourself Being Knock Off Bonus Session

- How To Protect Yourself From Being Ripped Off By Other Marketers
- How To Find Out If You're Being Copied
- The Best Way To Stop This Before It starts
- More Way How To Secretly Find Out What Your Competitors Are Bidding
- My Hidden Knock Off Secret...

Module 7. Tips, Tricks & Techniques Bonus Session

- Tips, Tricks And Techniques To Help You Building Super Campaigns
- When NOT To Use Google Adwords
- How To Start SEO With PPC
- How To Sabotage Your Competitor's Campaigns
- Advanced Tactics To Stop Visitors From Leaving Your Site
- And much, much, more!