

Adwords-magic.biz/adwords-elearning - Learn the Secrets Behind Google AdWords Inside Out

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Category: [Advertising, Media Consulting, Marketing Research](#)

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Agency: [multipagerank.com](#)

Brandiston, Norfolk, 8 October, 2009 - In today's competitive times, it is essential that one stays updated with latest advertising tools and techniques so that more and more audiences can be reached in the least possible time. Adwords-magic.biz/adwords-elearning provides e-learning courses on AdWords so that business users can do away from the physical requirements of traditional trainings.

System configuration of 1024 * 768 screen resolution, broadband internet connectivity and Microsoft Office are the requirements that students need to arrange at their end. BeamYourScreen® provides assistance regarding PC communications technology through which instructor's screen can be watched during e-learning sessions.

A basic and an advanced course are offered for AdWords learning enthusiasts. These courses can be availed by three participants at a time and usually spans 5-6 hours. Downloadable handouts, live demonstrations and online slides are utilized for teaching by the site's AdWords experts.

The basic eAdWords course includes information on keywords, Google's advertising and network programs, criteria for advertising and business definition, keyword discovery or mining, Tiered Account Model, building and optimizing AdWords campaigns, helpful Google services and developing landing pages and effective ads.

For users already having AdWords account, courses are tailored as per their account review and special features added to the ones already listed above. These include techniques for website optimization such as SMO (social media optimization) and SEO (search engine optimization). Online promotion and marketing techniques are also explained in this course.

The site allows business users to book slots for online trainings and seminars tailored to their business requirements so that the entire staff can avail the benefits of Google AdWords. Few sample slides are also provided for getting a feel of the actual thing. Business objectives and account reviews are taken into account while designing these online AdWords trainings.

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AdWords courses, www.adwords-magic.biz/adwords-elearning/ provided by AdWords magic are highly regarded in the U.K and it is a leading online learning provider as far as Google AdWords are concerned. Its course materials, pre and post learning requirements and teaching experience are unmatched in this field. Specific courses have been designed for beginners as well as non-beginners.

Google is by far the most preferred search engine by business and common users alike. For any business to successfully make it big online, it is important that it features in the first page results of Google as 85% of users don't care to go beyond that. Adwords-magic.biz/adwords-elearning helps in understanding keyword importance and potential of Google AdWords.

[You can find this press release here](#)