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advanced google adwords 2017 lynda com

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Introduction

In the fast moving world of digital marketing, mastering the intricacies of Google's advertising platform is essential for any business that wants to stay competitive. While many marketers can navigate the basics of Google Ads (formerly AdWords), truly unlocking the platform's potential requires a deep understanding of advanced strategies, data driven optimizations, and creative techniques that go beyond the standard tutorials. For those looking to elevate their skills, the **advanced google adwords 2017 lynda com**course offered by Lynda.com (now LinkedIn Learning) represents a comprehensive resource that blends theory, practical application, and real world case studies. This article explores why advanced Google AdWords training matters, examines the 2017 Lynda.com curriculum, and provides actionable insights that readers can implement immediately.

Why Advanced Google AdWords Skills Matter

Google Ads is the backbone of many online marketing strategies, driving traffic, leads, and revenue for businesses of all sizes. However, the platform's complexity can quickly overwhelm even seasoned marketers. Advanced proficiency allows you to:

- Maximize ROI by fine tuning bids, budgets, and ad placements.
- Target audiences more precisely through demographic, geographic, and intent based filters.
- Leverage automation and machine learning features such as Smart Bidding.
- Interpret performance data to make informed, data driven decisions.
- Stay ahead of competitors who may only be using basic tactics.

In 2017, Google introduced several pivotal updates—such as the introduction of the Performance Max campaign type and enhanced conversion tracking—that reshaped how advertisers approached strategy. A course that covers these developments equips marketers with the knowledge to adapt quickly and maintain a competitive edge.

The 2017 Lynda.com Advanced Google AdWords Course Overview

Lynda.com's advanced Google AdWords course, released in 2017, was designed for professionals who already understood the fundamentals but wanted to dive deeper into sophisticated techniques. The curriculum was structured around practical modules that combined video instruction, quizzes, and downloadable resources. Below is a breakdown of the course's key components:

Module 1: Foundations of Advanced Campaign Structure

This section revisits the basics with a focus on how to architect campaigns for scalability and performance. Topics include:

- Organizing campaigns by product line or market segment.
- Using ad groups to group related keywords and ad copy.
- Implementing negative keyword strategies to eliminate wasted spend.

Module 2: Mastering Keyword Research and Match Types

Keyword selection remains the heart of any successful campaign. The course delves into:

- Advanced keyword research tools like Google Keyword Planner, SEMrush, and Ahrefs.
- Exploring broad, phrase, exact, and broad match modifier options.
- Employing keyword clustering to improve relevance.

Module 3: Crafting Persuasive Ad Copy

Ad copy can make or break a click-through rate (CTR). In this module, students learn:

- Writing compelling headlines that incorporate keywords naturally.
- Utilizing ad extensions—sitelinks, callouts, structured snippets—to boost visibility.
- Testing A/B variations to identify high performing copy.

Module 4: Advanced Bidding Strategies and Budget Management

Effective bidding is both an art and a science. The course covers:

- Manual CPC vs. automated strategies like Target CPA, Target ROAS, and Maximize Conversions.
- Adjusting bids by device, location, and time of day.
- Using bid modifiers to reflect business priorities.

Module 5: Conversion Tracking and Attribution

Understanding what drives conversions is critical. This module explains:

- Setting up Google Analytics goals and e commerce tracking.
- Implementing Google Tag Manager for streamlined tag management.
- Analyzing attribution models—last click, first click, linear—to gauge channel effectiveness.

Module 6: Remarketing and Audience Targeting

Remarketing allows marketers to re engage users who have previously interacted with a site. Topics include:

- Building remarketing lists based on behavior and intent.
- Creating tailored ad creatives for different audience segments.
- Using dynamic remarketing to display product images and prices.

Module 7: Advanced Analytics and Reporting

Data is the lifeblood of optimization. The final module covers:

- Custom dashboards in Google Data Studio.
- Interpreting performance metrics such as Quality Score, Cost per Acquisition (CPA), and Return on Ad Spend (ROAS).
- Automating reporting workflows to save time.

Key Takeaways From the Course

After completing the **advanced google adwords 2017 lynda com**course, learners gain a robust toolkit that includes:

- Strategic campaign architecture for long term growth.
- Refined keyword research techniques that reduce wasted spend.
- Data backed bidding strategies that align with business goals.
- Advanced conversion tracking and attribution models that reveal true ROI.
- Dynamic remarketing tactics that improve engagement and conversions.
- Proficiency in building custom reports and dashboards for stakeholders.

Applying Advanced Techniques in Your Own Campaigns

Learning is most valuable when applied. Below are actionable steps you can take to incorporate advanced strategies into your current or upcoming Google Ads campaigns.

1. Audit Your Existing Campaigns

Start by reviewing your current account structure. Look for:

- Overly broad campaigns that dilute relevance.
- Under utilized ad extensions.
- Keyword lists that contain irrelevant or low performing terms.

2. Implement Structured Campaigns

Reorganize campaigns so that each one focuses on a single theme or product line. Within each campaign, use tightly themed ad groups to improve Quality Score.

3. Leverage Smart Bidding Wisely

Test Target CPA and Target ROAS on campaigns that have a clear conversion goal. Monitor performance closely and adjust target metrics as needed.

4. Expand Remarketing Efforts

Create remarketing lists based on user intent—such as cart abandoners, product page visitors, and content engagers. Tailor ad creatives to each segment to increase relevance.

5. Use Automated Rules and Scripts

Automate routine tasks like pausing underperforming keywords or adjusting bids during peak hours. Scripts can also alert you to sudden changes in performance.

6. Build Custom Dashboards

Use Google Data Studio to create dashboards that pull data from Google Ads, Analytics, and other sources. Share these dashboards with stakeholders for transparent reporting.

Tools and Resources to Complement Your Learning

While the Lynda.com course provides a solid foundation, supplementing your education with additional tools can accelerate your progress:

- Google Keyword Planner – For keyword research and volume estimates.
- SEMrush / Ahrefs – Competitive analysis and keyword gap discovery.
- Google Tag Manager – Simplify tag deployment and tracking.
- Google Analytics – Deep dive into user behavior and conversion paths.
- Google Data Studio – Build interactive reports and dashboards.
- WordStream's Advisor – Automated suggestions for keyword and bid optimization.

Case Studies: Real World Success Stories

Here are two illustrative examples of businesses that applied advanced Google Ads techniques and saw measurable results.

Case Study 1: E Commerce Brand Increases ROAS by 45%

A mid size online retailer was struggling to maintain a profitable ROAS. After restructuring campaigns, implementing Target ROAS bidding, and launching dynamic remarketing, the brand achieved a 45% lift in ROAS within three months. Key actions included:

- Segmenting campaigns by product category.
- Using conversion tracking to tie sales to specific keywords.
- Optimizing ad copy based on high performing search terms.

Case Study 2: B2B Service Provider Cuts CPA by 30%

A B2B consulting firm was facing high cost per acquisition. By adopting a combination of Target CPA bidding, negative keyword lists, and tailored ad extensions, they reduced CPA by 30% while maintaining lead volume. Highlights:

- Identifying and blocking irrelevant search queries.
- Employing ad extensions to showcase client testimonials.
- Adjusting bids based on device performance.

Tips for Success in Advanced Google AdWords Campaigns

- Stay Updated – Google frequently updates features; subscribe to industry blogs and webinars.
- Set Clear Goals – Define measurable objectives (e.g., CPA target, ROAS target) before launching campaigns.
- Use A/B Testing – Continuously test ad copy, landing pages, and bidding strategies.
- Monitor Quality Score – Aim for a Quality Score of 7 or higher to reduce costs.
- Allocate Budget Wisely – Shift budget toward high performing campaigns and ad groups.
- Review Competitor Strategies – Use tools like SpyFu to uncover competitor keyword gaps.

Conclusion

Mastering advanced Google AdWords techniques is no longer optional for marketers who aim to drive sustainable growth. The **advanced google adwords 2017 lynda com**course offered a thorough, hands on approach that combined theoretical foundations with real world application. By integrating the lessons from that course—alongside modern tools and best practices—you can structure campaigns that deliver higher quality traffic, lower acquisition costs, and stronger returns on investment. Whether you're a seasoned professional or a newcomer eager to elevate your digital advertising skills, investing time in advanced training today will pay dividends in tomorrow's competitive marketplace.

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