

Your employee is interested in learning new skills with AMA. Beyond helping you both achieve your goals, here's why that's an excellent idea.

AMA Seminars offer your employee:

- **Extensive practice in a supportive environment.** You really can't learn new skills from an app. You need to experience it, practice it, and get personal attention to the details that make a difference. There is simply no substitute for learning by doing.
- **Feedback from experts.** Our instructors are not professors—they are practitioners in the field, focused on what works now in the real world. Participants agree instructors make a difference and have rated our faculty 4.83 out of 5 stars. What's more, your employee will be learning alongside peers from other organizations gaining insight and knowledge from other industries and expanding their professional network.
- **Tools and techniques designed to improve performance.** Our courses are instructionally designed to make a difference in performance, which is why 99% of participants report they are using what they learned back on the job after taking one of our courses.
- **An Experience.** Yes, we know two or three days seems like a lot. But dedicating that time to truly master new skills is worth the time and money. And we're not just saying that--our customers agree: 98% of participants would come back for another course.

Still feel like you can't spare your employee for a training session?
Take a look at [our live online courses](#) which minimize time away from work.

Either way, remember that we don't lecture—we accelerate performance.

Need help? Contact 1-877-566-9441 or visit www.amanet.org/76509

Google Marketing Boot Camp

Implement and analyze Google-based Internet marketing campaigns.

Demand has never been higher for individuals with Google marketing knowledge and experience! In this 3-day course, you will become a highly qualified online marketer, proficient in Google-approved methods, practicing all of your new skills in hands-on labs. You will discover how to choose the right keywords for paid search, perform keyword analysis and learn conversion tracking and optimization—so you can rank higher in search engine results. You will also understand and use geo-targeting, implement display ad campaigns using Google AdWords and apply advanced bid management tactics. Upon completion of the course, you will be on your way to becoming a certified Google AdWords Qualified Individual.

How You Will Benefit

- Understand the psychology of paid search
- Reach the right audience via effective targeting
- Create an optimized paid search campaign that increases web traffic utilizing an existing paid search account
- Squeeze the most from your online advertising dollars
- Obtain new customers for your organization

What You Will Cover

- Discovering the benefits of SEO and the relationship between site architecture and SEO
- Learning keyword research basics and strategies and practicing with the Google Keywords tool
- Exploring offsite and onsite SEO including content writing, meta tags, anchor text, alt tags, title tags, link strategies and more
- Understanding how pay-per-click works and the basics of quality score
- Setting up and analyzing Google Adwords campaigns
- Becoming familiar with the ins and outs of Google Analytics

Who Should Attend

Marketers, advertising executives, communications specialists and anyone who wants to become adept at online marketing—no prior experience necessary.

Schedule

- [3] days - \$1,495 Non Members
- [3] days - \$1,495 AMA Members

- [3] days - \$1,495 GSA

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