**Facebook Page:**

[**https://www.facebook.com/Muhammad.Wagih.Trainer/**](https://www.facebook.com/Muhammad.Wagih.Trainer/)

**Facebook Group:**

[**https://www.facebook.com/groups/MarketingInArabic/**](https://www.facebook.com/groups/MarketingInArabic/)

**Digital Marketing Course**

**(Google & YouTube Ads)**

|  |  |
| --- | --- |
| **Time** | **Video Number 1** |
|  | Introduction - Statistics |
| 00:03 | Introduction |
| 01:57 | Introducing myself |
| 03:36 | What is e-Marketing? |
| 04:10 | Traditional VS Digital |
| 06:05 | Statistics |
|  | **Video Number 2** |
|  | Digital Marketing Terms |
| 00:21 | Analytics |
| 01:16 | Bounce Rate |
| 02:47 | Campaign |
| 03:20 | CTR (Click Through Rate) |
| 04:46 | Conversion |
| 05:20 | Conversion Rate |
| 05:45 | CPA (Cost Per Acquisition) |
| 06:16 | CPC (Cost Per Click) |
| 07:00 | CPM (Cost Per 1K Impression) |
| 07:45 | Engagement |
| 08:10 | Impression |
| 08:27 | Impression Share |
| 09:24 | Keyword |
| 10:24 | Landing Page |
| 10:51 | Lead |
| 11:15 | Lookalike Audience |
| 12:05 | PPC (Pay Per Click) |
| 12:35 | Quality Score |
| 13:40 | Reach / Reach VS Impression |
| 14:48 | Frequency / Frequency Capping |
| 15:37 | Re-marketing / Re-targeting |
| 16:48 | ROI (Return On Investment) |
| 17:43 | SEM (Search Engine Marketing) |
| 18:19 | SEO (Search Engine Optimization) |
| 18:31 | SMM (Social Media Marketing) |
| 18:45 | SERP (Search Engine Results Page) |
| 19:03 | Tracking Code |
| 19:41 | Unique Visitors |
|  | **Video Number 3** |
|  | Creating Ads Manager Account - Interface Overview |
| 00:40 | Create Google Ads Manager Account |
| 04:15 | Interface Overview |
| 06:15 | Overview Window |
| 08:34 | Recommendations Window |
| 11:01 | Accounts Window: Overview |
| 14:45 | Accounts Window: Filter |
| 16:00 | Accounts Window: Segment |
| 19:30 | Accounts Window: Columns |
|  | **Video Number 4** |
|  | Reports - Tools & Settings (Overview) |
| 00:29 | Hidden & Cancelled accounts |
| 02:25 | Search icon |
| 02:57 | Reports |
| 09:48 | Billing |
| 10:51 | Account map (Overview) |
| 11:06 | Account access |
| 12:21 | Linked accounts (Overview) |
| 12:41 | Preferences |
| 13:00 | API Center (Overview) |
| 13:07 | Google Merchant Center (Overview) |
| 14:05 | Conversions (Overview) |
| 14:22 | Google Analytics (Overview) |
| 14:37 | Search attribution (Overview) |
| 14:56 | Rules |
| 16:42 | Scripts (Overview) |
| 17:00 | Uploads (Overview) |
| 17:14 | Audience manager (Overview) |
| 17:48 | Bid strategies |
| 18:32 | Negative keyword lists |
| 19:07 | Placement exclusion lists |
| 20:02 | Performance Planner |
| 21:05 | Keyword Planner |
| 24:42 | Reach Planner (Overview) |
| 25:05 | Ad Preview and Diagnoses |
| 27:48 | Help icon |
| 29:00 | Notifications |
| 29:37 | Partners program |
|  | **Video Number 5** |
|  | Creating Ad Account - Creating Search Campaign |
| 00:28 | Create New Account |
| 01:13 | Invite user |
| 01:43 | Billing |
| 01:50 | Payments profile |
| 03:35 | Automatic payments VS manual payments |
| 05:42 | Create New Campaign |
| 06:02 | Campaign goal types |
| 09:07 | Create Search Campaign |
| 09:57 | Search Networks |
| 11:11 | Start & End date |
| 11:47 | Locations |
| 19:39 | Languages |
| 20:01 | Audiences |
| 21:10 | Targeting VS Observation |
| 23:07 | Budget |
| 24:14 | Bidding |
| 27:11 | Ad Schedule |
| 27:49 | Ad Rotation |
| 28:32 | Ad extensions |
| 29:24 | Create Ad Group |
| 30:10 | Standard ad group VS Dynamic ad group |
| 31:23 | Create Ad |
| 35:19 | Create Responsive Search Ad |
| 37:46 | Keyword Insertion |
|  | **Video Number 6** |
|  | Keywords |
| 01:43 | Keywords |
| 02:21 | Keyword Planner |
| 05:21 | Keywords Match Types |
| 05:31 | Broad Match Type |
| 06:36 | Phrase Match Type |
| 08:06 | Exact Match Type |
| 09:22 | Broad Match Modifier Type |
| 11:40 | Keywords Columns |
| 15:15 | Negative Keywords |
| 16:28 | Search Terms |
|  | **Video Number 7** |
|  | Ad Extensions |
| 00:30 | Sitelink Extension |
| 03:54 | Callout Extension |
| 05:20 | Structured Snippet Extension |
| 06:55 | Call Extension |
| 07:25 | Lead Form Extension |
| 10:37 | Message Extension |
| 11:49 | Location Extension |
| 13:46 | Affiliate Location Extension |
| 14:01 | Price Extension |
| 14:47 | App Extension |
| 15:25 | Promotion Extension |
|  | **Video Number 8** |
|  | Demographics - Campaign & Account Settings - Locations - Drafts & Experiments |
| 00:30 | Demographics |
| 02:21 | Campaign Settings Revision |
| 05:56 | Account Settings Revision |
| 09:53 | Locations |
| 19:03 | Devices |
| 20:02 | Advanced Bid Adjustment |
| 20:41 | Change History |
| 21:54 | Drafts & Experiments |
|  | **Video Number 9** |
|  | Practical Praxis On Real Search Campaign |
| 00:31 | Statistics Table |
| 01:32 | Segment |
| 03:25 | Modify Columns |
| 05:17 | Statistics Chart |
| 06:22 | Auction Insights |
| 10:04 | Ads & Extensions |
| 12:08 | Landing Pages |
| 13:19 | Keywords: Overview |
| 14:27 | Keywords: Change max. CPC bids |
| 17:30 | Keywords: Change keyword text  |
| 18:39 | Keywords: Change match types |
| 19:15 | Negative Keywords |
| 19:54 | Search Terms |
| 23:11 | Demographics |
| 23:52 | Settings |
| 24:01 | Locations |
| 25:26 | Locations: Geographic Report |
| 27:07 | Ad Schedule |
| 27:59 | Devices |
| 28:07 | Change History |
|  | **Video Number 10** |
|  | Creating Google Display Network Campaign (GDN) |
| 00:25 | Google Display Network (GDN) Ads Examples |
| 03:45 | Creating GDN Campaign |
| 04:54 | Bidding |
| 06:00 | Delivery Method (Standard VS Accelerated) |
| 09:10 | Frequency Capping |
| 11:37 | Content Exclusions |
| 12:02 | Audiences |
| 16:47 | Demographics |
| 17:11 | Targeting Expansion |
| 19:16 | Ad Group Bid |
| 19:45 | Creating a new Responsive Ad |
| 27:45 | Keywords |
| 29:13 | Audiences Review |
| 29:23 | Audiences Exclusions |
| 30:00 | Demographics Review |
| 30:12 | Topics |
| 35:15 | Targeting VS Observation |
| 36:50 | Topics Exclusions |
| 38:12 | Placements |
| 40:30 | Placements Exclusions |
| 40:48 | Edit Ad Group Targeting |
|  | **Video Number 11 Part 1** |
|  | Creating Video Ads Campaign (YouTube) |
| 00:18 | Creating a New Video Campaign |
| 01:36 | Video Ads Types: Masthead Ad |
| 02:37 | Video Ads Types: Skippable In-Stream Ad |
| 04:38 | Video Ads Types: Non-Skippable In-Stream Ad |
| 06:09 | Video Ads Types: Bumper Ad |
| 06:32 | Video Ads Types: Out-Stream Ad |
| 08:18 | Video Ads Types: Discovery Ad |
| 08:48 | Video Ads Types: Text Overlay Ad |
| 09:30 | Video Ads Types: Search Ad |
| 11:37 | Video Ads Goals, Subtypes, Biddings, and Formats Table |
| 17:53 | Bidding Strategy |
| 19:23 | Budgets and Dates |
| 20:23 | Networks |
| 21:56 | Content Exclusions: Inventory Type |
| 22:32 | Content Exclusions: Excluded Content |
| 22:48 | Content Exclusions: Excluded Types and Labels |
| 23:17 | Devices |
| 26:50 | Frequency Capping |
| 29:14 | Demographics |
| 29:55 | Audiences |
| 40:36 | Keywords |
| 40:47 | Topics |
| 41:11 | Placements |
| 47:08 | Linking YouTube Channel |
| 49:00 | Creating a Video Ad |
| 51:08 | Adding Views Columns |
|  | **Video Number 11 Part 2** |
|  | Creating Video Ads Campaign (YouTube) |
| 00:29 | Sales, Leads, and Website Traffic (Review) |
| 01:19 | Product and Brand Consideration |
| 02:06 | Product and Brand Consideration VS Brand Awareness and Reach |
| 03:08 | Product and Brand Consideration: Influence Consideration  |
| 06:07 | Product and Brand Consideration: Ad Sequence  |
| 10:53 | Product and Brand Consideration: Shopping |
| 12:11 | Brand Awareness and Reach: Skippable In-Stream |
| 12:52 | Brand Awareness and Reach: Bumper |
| 13:24 | Brand Awareness and Reach: Non-Skippable In-Stream |
| 13:53 | Brand Awareness and Reach: Outstream |
| 15:05 | Brand Awareness and Reach: Ad Sequence |
| 15:14 | Create a Campaign without a Goal’s Guidance  |
| 15:20 | Custom Video Campaign |
|  | **Video Number 12** |
|  | Creating App Promotion Campaign |
| 00:17 | Creating App Promotion Campaign |
| 00:49 | Bidding |
| 02:49 | App Conversion  |
| 06:16 | Ad Group & Ad Assets  |
|  | **Video Number 13** |
|  | Conversions |
| 00:13 | Conversions Definition |
| 03:46 | Create Conversion Tracking Code |
| 17:32 | Add Conversion Code to a WordPress Website |
| 21:40 | Conversions Data Column |
|  | **Video Number 14** |
|  | Bidding Strategies |
| 00:30 | Bidding Strategies Types Table |
| 09:15 | CPA (Cost Per Action) |
| 11:07 | Target ROAS (Return On Ad Spend) |
| 13:17 | Maximize Clicks |
| 13:43 | Maximize Conversions |
| 14:11 | Maximize Conversion Value |
| 15:02 | Target Impression Share |
| 16:22 | Manual CPC |
| 17:23 | ECPC (Enhanced CPC) |
| 18:07 | vCPM (Viewable Cost Per Thousand Impressions) |
| 18:44 | tCPM (Target Cost Per Thousand Impressions) |
| 19:44 | CPV (Cost Per View) |
| 20:24 | CPE (Cost Per Engagement) |
| 20:53 | CPI (Cost Per Install) |
|  | **Video Number 15** |
|  | Remarketing |
| 00:28 | Audience Manager |
| 00:53 | Audience Sources |
| 01:56 | Creating Google Analytics Account  |
| 04:27 | Google Analytics Tracking Code  |
| 05:56 | Linking Google Ads with Google Analytics |
| 07:40 | Audience Lists: All Visitors |
| 08:35 | Audience Lists |
| 09:34 | Audience Lists: Website Visitors |
| 15:55 | Audience Lists: App Users |
| 17:01 | Audience Lists: YouTube Users  |
| 18:22 | Audience Lists: Custom Combination |
| 19:43 | Custom Audience  |
| 20:36 | Custom Audience: Custom Affinity |
| 20:52 | Custom Audience: Custom Intent |
| 21:35 | Audience Insights  |
| 22:03 | Adding Audiences to Search Campaign  |
| 23:13 | Adding Audiences to GDN Campaign |
| 24:04 | Adding Audiences to Video Campaign |
|  | **Video Number 16** |
|  | Keyword Planner - Ad Preview and Diagnosis - Portfolio Bid Strategies - Negative Keyword Lists - Shared Budgets - Placement Exclusion Lists |
| 00:16 | Keyword Planner |
| 00:56 | Keyword Planner: Discover New Keywords |
| 10:16 | Keyword Planner: Get Search Volume and Forecasts |
| 14:22 | Ad Preview and Diagnosis  |
| 17:41 | Portfolio Bid Strategies |
| 18:03 | Portfolio Bid Strategies: Target CPA |
| 20:02 | Portfolio Bid Strategies: Target ROAS |
| 21:46 | Portfolio Bid Strategies: Maximize Clicks |
| 22:03 | Portfolio Bid Strategies: Maximize Conversions |
| 22:25 | Portfolio Bid Strategies: Target Impression Share |
| 24:14 | Negative Keyword Lists |
| 25:28 | Shared Budgets  |
| 27:25 | Placement Exclusion Lists |
|  | **Video Number 17** |
|  | Automated Rules - Policy Manager - Account Access - Linked Accounts - Preferences - Billing Settings |
| 00:11 | Automated Rules |
| 00:38 | Rules: Campaign Rules |
| 04:54 | Rules: Keyword Rules  |
| 10:23 | Policy Manager  |
| 11:42 | Account Access |
| 14:40 | Linked Accounts |
| 15:25 | Preferences |
| 16:28 | Billing Settings |
| 19:46 | WE DID IT! |