

Academy for Ads: AdWo... Choose the best camp... Enhance your ad with ex... Create effective text ads... (1) AdWords Fundament... Academy for Ads - Goog... X

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Google Academy for Ads

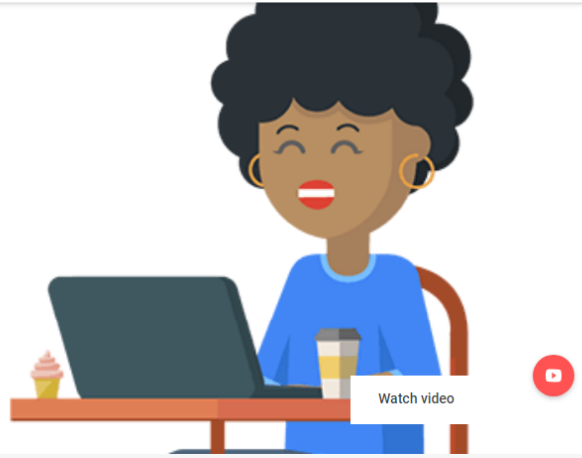
Overview FAQs

SIGN IN

# Fast and easy training from Google.

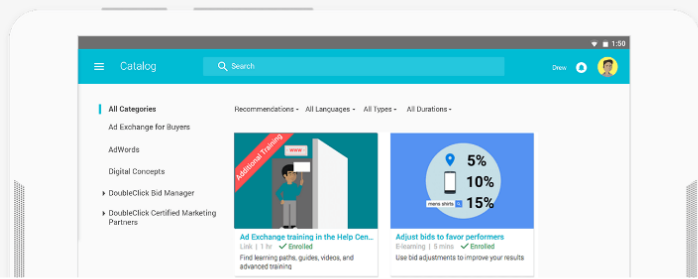
Learn what you need to succeed with Google ads.

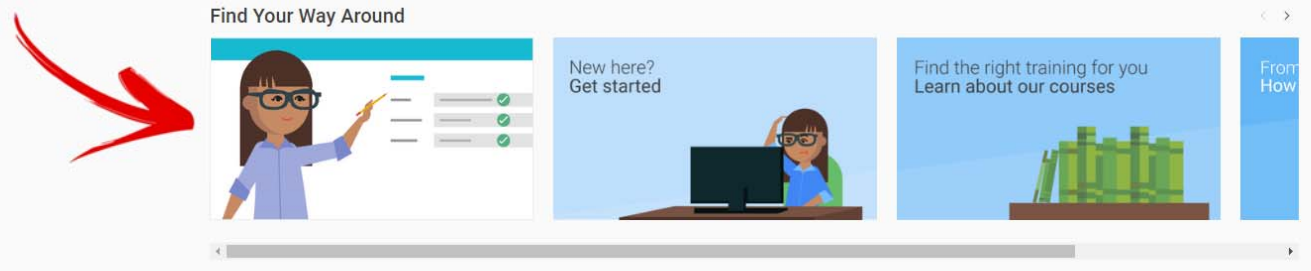
START NOW



## BENEFITS






Gain new digital skills.










Featured






### Featured

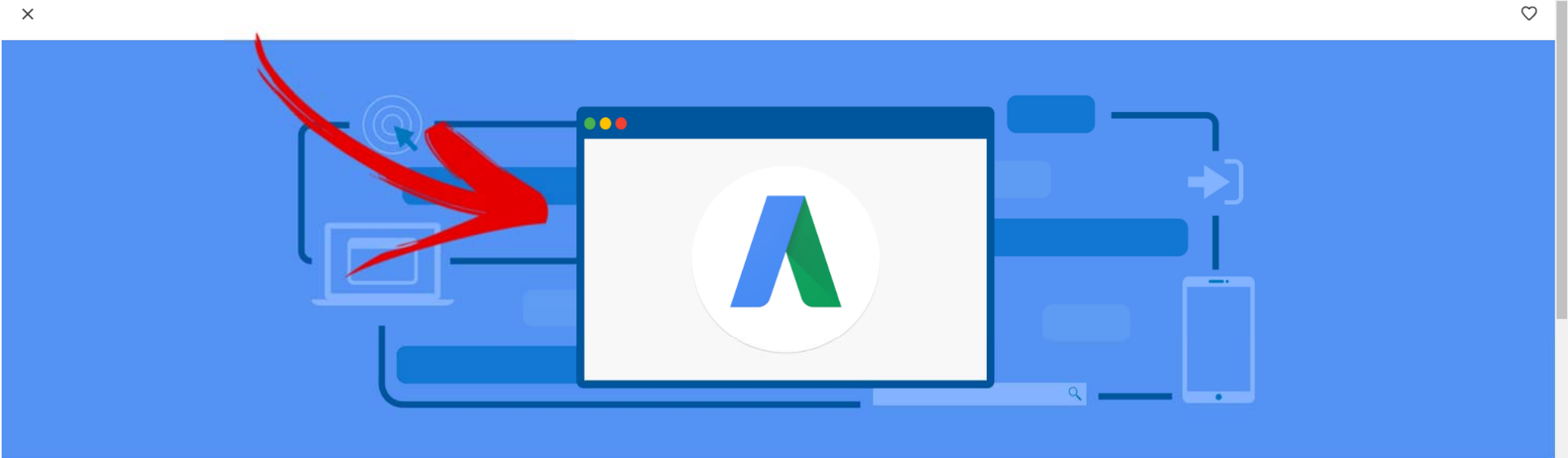
 <p>1.2hr ★5.0 Intermediate</p> <p>YouTube creative essentials</p>	 <p>51mins ★4.7 Beginner</p> <p>DoubleClick Search Basics</p>	 <p>47mins ★4.4 Intermediate</p> <p>Manage campaigns in DoubleClick Search</p>	 <p>1.8hr ★4.7 Beginner</p> <p>DoubleClick Ad Exchange Basics</p>	 <p>1.0hr</p> <p>DoubleClick Manage</p>
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### Get AdWords Certified

 <p>3.7hr ★4.8 Beginner</p> <p>AdWords Fundamentals</p>	 <p>3.2hr ★4.8 Beginner</p> <p>AdWords Mobile Certification</p>	 <p>5.4hr ★4.7 Beginner</p> <p>AdWords Search Certification</p>	 <p>4.3hr ★4.5 Beginner</p> <p>AdWords Video Certification</p>	 <p>4.4hr</p> <p>AdWords</p>
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### Get Certified in Other Areas

 <p>4.4hr ★4.9 Beginner</p> <p>Mobile Sites Certification</p>	 <p>4.3hr ★4.9 Beginner</p> <p>Digital Sales Certification</p>	 <p>3.5hr ★4.8 Intermediate</p> <p>Google Analytics Individual Qualification</p>	 <p>5.7hr ★4.8 Intermediate</p> <p>[BETA] DoubleClick Bid Manager Individual...</p>	 <p>5.3hr</p> <p>[BETA] Manage</p>
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 Award For Completion

## AdWords Fundamentals

By Academy for Ads | Published Sep 22, 2017 | 3.7hr | Beginner | ★★★★★ (1008)  
[AdWords Display](#) | [AdWords Mobile](#) | [AdWords Search](#) | [AdWords Shopping](#) | [AdWords Video](#)

AdWords Fundamentals covers basic and intermediate concepts, including the benefits of online advertising and AdWords, and best practices for managing and optimizing AdWords campaigns.

**Pass the assessment and earn an achievement**

Award For Completion

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Ready to test your AdWords knowledge? Click to get started.

AdWords Fundamentals Assessment 1.5 hr

### Study AdWords Fundamentals Optional

- Learn the basics of AdWords 8 mins
- Choose where customers see your ads 13 mins
- Create effective text ads 14 mins
- Enhance your ads with extensions 12 mins
- Choose the best campaign types 16 mins
- Organize your account for success 11 mins
- Reach customers with targeting 11 mins
- Help customers find you 12 mins
- Control which searches trigger your ads 10 mins

