EUROPEAN INFORMATION TECHNOLOGIES CERTIFICATION INSTITUTE, ASBL.

Brussels, Belgium, European Union

# CERTIFICATE

## Patryk Niewiadomski

Has successfully completed test requirements of
The European Information Technologies Certification Programme

### EITC/BI/GADW Internet advertisement and marketing fundamentals (Google AdWords)

**Certification Programme examination result:** 67.2%

**Certification Programme description:**

Introduction to online advertising: Internet marketing (definitions, Internet usage statistics, Internet marketing tools and paradigms), basic e-advertising formats, advantages and disadvantages of online advertising; Google AdWords system: Advertising with Google AdWords (Google Inc. Advertising Principles and requirements for ads approval, ads displaying and scheduling, features of advertising with Google AdWords system); AdWords Account: account types, campaign creation (campaign settings), keyword management, fundamental principles for text ad creation; Main elements of Google Network: ad targeting in Google AdWords (targeting types, conditions for targeting specific users), keyword matching options (possible match types), AdWords payment types; AdWords ads effectiveness testing: impact of quality on search results, methods of monitoring ads effectiveness, report feature (types of reports), conversion role; Payments in Google AdWords system: Billing process (billing cycle, European Union Value-Added Tax - EU VAT); Landing pages and account optimizing: keywords, placements, ads scheduling, ads positioning (setting position preferences), advanced optimization; Google AdWords Tools: usage of Google AdWords tools, AdWords Editor application characteristic (View and Sort Information functionalities); Google Analytics - website statistics and visits tracking system : account creation, main advantages, differences between Google Analytics and conversion tracking, methods of efficient usage of statistics, main indicators in Google Analytics; Google AdWords features: My Client Center (client accounts management), AdWords API (advantages and benefits, API features)

**Certificate Programme version/revision: EITC/BI/GADWv1r2**

CERTIFICATE ID: **EITC/BI/GADW/DBU/13004558**

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