

# Kaya Google Ads - Courses

## Overview

Kaya offers a variety of courses that can be promoted through Google Ads. The process involves several key steps, from registration to keyword research, and ultimately using Google Analytics 4 (GA4) for insights into eCommerce purchases. This document provides a detailed guide on how to effectively promote Kaya courses using Google Ads.

## Registration and Familiarization

Register on the site to view courses:

To begin, you must register on the Kaya site. This registration grants access to the courses and materials available for promotion. Understanding the content and structure of these courses is crucial for effective promotion.

Familiarise with the site and courses:

Spend time navigating the website to familiarize yourself with the available courses. This understanding helps in selecting the most suitable courses for promotion and tailoring marketing efforts accordingly.

## Course Promotion

What courses can we promote?

Identify the courses that align with current market trends and have a high demand. Focus on courses that offer unique value propositions and have received positive feedback from previous learners.

## Keyword Research

Conducting thorough keyword research is essential for successful Google Ads campaigns. Utilize tools such as Google Trends and Moz Keyword Research to identify relevant keywords that potential learners are using.

Google Trends:

Google Trends provides insights into the popularity of search terms over time. Use this tool to:

- Identify trending topics related to the courses offered.

- Understand seasonal variations in search interest.
- Compare the popularity of different search terms.

Moz Keyword Research:

Moz offers a suite of tools for keyword research, including:

- Keyword Explorer: Use this tool to find high-volume, low-competition keywords.
- SERP Analysis: Analyze the search engine results pages to understand the competition for specific keywords.
- Keyword Difficulty: Assess the difficulty of ranking for specific keywords.

## Using Google Analytics 4 (GA4)

GA4 provides valuable insights into user behavior and eCommerce performance. To leverage GA4 for course promotion:

- Navigate to Monetization -> Ecommerce Purchases -> Keyword Planner within the GA4 interface.
- Analyze the data to identify which keywords are driving the most eCommerce purchases.
- Use these insights to refine your Google Ads campaigns and focus on high-performing keywords.

## Conclusion

Promoting Kaya courses through Google Ads involves a systematic approach, from registration and familiarization to thorough keyword research and leveraging GA4 for insights. By following these steps, you can effectively promote the courses and reach a wider audience, ultimately driving higher eCommerce purchases and achieving your marketing goals.