# Article information:

Free YouTube Advertising Course 2022 - Step-By-Step Guide to YouTube Ads - YouTube
[https://www.youtube.com/watch?v=UBLNIWLxLxo=5745s](https://www.youtube.com/watch?v=UBLNIWLxLxo&t=5745s)

# Article summary:

1. This article provides a free YouTube advertising course that covers ad formats, targeting options, campaign types, best practices, and retargeting.

2. It explains the different types of Google Ads available such as Masthead, Skippable In-Stream, Non-skippable In-stream, In-Feed Video, Bumper and Outstream ads.

3. It also discusses how to use different targeting options in Google Ads and YouTube such as demographics, audience segments, keywords, topics and placements.

# Article rating:

Appears well balanced: The article presents the information in a reliable and balanced way, without biases and prejudices. The claims made in the article are well supported and, where applicable, all sides of the argument are given opportunity to present their point of view. The article appears trustworthy and reliable.

# Article analysis:

The article is generally reliable and trustworthy in its content. The information provided is accurate and up to date with the latest trends in YouTube advertising. The article does not appear to be biased or one-sided in its reporting; it provides an overview of the various aspects of YouTube advertising without favoring any particular approach or strategy. Furthermore, the article does not make any unsupported claims or omit any important points of consideration; all relevant information is included for readers to make informed decisions about their own campaigns. Additionally, the article does not contain any promotional content or partiality towards any particular product or service; it simply provides an overview of the various aspects of YouTube advertising without promoting any specific products or services. Finally, the article does note potential risks associated with running a YouTube advertising campaign such as budgeting constraints and targeting limitations; this ensures that readers are aware of all possible risks before launching their own campaigns.

# Topics for further research:

* YouTube advertising best practices
* YouTube advertising strategies
* YouTube advertising targeting
* YouTube advertising budgeting
* YouTube advertising analytics
* YouTube advertising optimization

# Report location:

<https://www.fullpicture.app/item/e1dec0efc5030dd360080c7d3f151df0>