

14 Core Google Ads Areas

01. Google Ads Fundamentals

- What is Google Ads?
- How Google Ads works
- Google Search vs Organic Search
- Google Ads ecosystem
- Types of Google Ads campaigns
- Customer journey
- Search intent
- Ad Rank fundamentals
- Quality Score fundamentals
- Google Ads account structure

Campaign Types

- Search
 - Display
 - Video / YouTube
 - Shopping
 - App
 - Performance Max
 - Demand Generation
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02. Google Ads Account Setup

Learn how to prepare an advertising account correctly.

- Google Ads account creation
 - Account settings
 - Billing basics
 - Business information
 - Conversion setup
 - Campaign organization
 - User access
 - Account structure
 - Basic account security
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03. Keyword Research

Learn how to identify the searches that potential customers actually make.

- Keyword research fundamentals
 - Short-tail keywords
 - Long-tail keywords
 - Commercial keywords
 - Transactional keywords
 - Search intent
 - Keyword grouping
 - Keyword clustering
 - Google Keyword Planner
 - Competitor keyword research
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04. Keyword Match Types & Negative Keywords

Understand how Google matches searches with keywords.

Match Types

- Broad Match
- Phrase Match
- Exact Match
- Negative Keywords

05. Search Campaign Structure

Understand the complete structure:

Campaign → Ad Group → Keyword → Ad

Students learn:

- Campaign creation
- Campaign objectives
- Location targeting
- Language
- Budget
- Bidding
- Ad groups
- Keywords
- Ads
- Assets
- Landing pages

06. Google Search Ads

Learn how to create compelling Search Ads.

Students Practice

- Headlines
- Descriptions
- Keyword relevance
- Benefits
- USPs
- CTAs
- Offers
- Ad assets

07. Ad Assets

Understand how additional information can improve the usefulness of an ad.

Students learn about:

- Sitelink assets
- Callout assets
- Structured snippets
- Call assets
- Location assets
- Image assets
- Lead form assets

Practical Project

Create a complete set of assets for a real business.

08. Bidding & Budget Strategy

Learn how Google Ads budgets and bidding work.

Important Concepts

- Daily budget
- CPC

- Manual bidding concepts
- Automated bidding
- Maximize Clicks
- Maximize Conversions
- Target CPA
- Target ROAS
- Conversion value

09. Landing Pages & Conversion Strategy

Getting clicks is not enough.

Students learn how the landing page affects campaign performance.

Landing Page Elements

- Clear headline
- Relevant offer
- Benefits
- Trust signals
- Social proof
- CTA
- Lead form
- Contact options
- Mobile optimization

Funnel

Search → Ad → Landing Page → Lead → Follow-up → Customer

Students learn how to identify where leads are being lost.

10. Conversion Tracking

Learn how to measure what happens after an ad click.

Trackable Actions

- Form submissions
- Phone calls
- WhatsApp clicks
- Purchases

- Sign-ups
- Downloads
- Booking requests

Tools

- Google Ads Conversion Tracking
- Google Analytics 4
- Google Tag Manager
- UTM Parameters

Students understand:

Click → Visit → Conversion → Customer

11. Campaign Optimization

Learn how to improve campaign performance using data.

Analyze

- Impressions
- CTR
- CPC
- Search terms
- Conversions
- Conversion rate
- CPA
- Quality Score
- Cost
- ROAS

Optimization Activities

- Add negative keywords
- Improve ad copy
- Pause irrelevant keywords
- Improve landing pages
- Adjust bids/budget
- Test new ads
- Improve conversion tracking

Optimization Framework

Launch → Collect Data → Analyze → Optimize → Test Again

12. Performance Max & YouTube Ads

Performance Max

Learn the fundamentals of:

- Campaign structure
- Conversion goals
- Asset groups
- Audience signals
- Creative assets
- Budget
- Performance analysis

YouTube Ads

Learn:

- Video advertising fundamentals
 - YouTube campaign types
 - Audience targeting
 - Video creative strategy
 - CTA
 - Campaign measurement
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13. Google Ads Analytics & Reporting

Students learn how to convert campaign data into business insights.

Important Metrics

CTR

CPC

Conversion Rate

CPA

ROAS

14. AI-Powered Google Ads

Use AI to speed up the Google Ads workflow.

AI Applications

- Keyword research
- Search intent analysis
- Ad copy ideas
- Headlines
- Descriptions
- Customer personas
- Competitor research
- Landing-page ideas
- Negative keyword ideas
- Campaign analysis
- Reporting