

Master Google Ads. Reach High-Intent Customers. Build Real Campaigns.

LearnGYB's **Google Ads Training** is designed for students, freshers, job seekers, freelancers, business owners and marketing professionals who want to learn how to plan, create, launch, track and optimize Google advertising campaigns.

The training focuses on **practical campaign setup, keyword research, search intent, ad copy, bidding, conversion tracking, optimization, reporting, AI-powered workflows and real-time projects.**

A Practical Google Ads Learning Experience

Learn the Concept
Live Trainer Demonstration
Hands-on Practice
Real-Time Project Implementation
Analyze & Identify Problems
Optimize & Improve
Build Your Portfolio

What You Will Learn

12 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

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

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

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
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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

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

Optimization recommendations

Google Ads Tools Students Will Practice

Google Platforms

- Google Ads

- Google Keyword Planner
- Google Analytics 4
- Google Tag Manager
- Google Search Console
- YouTube Studio

Supporting Tools

- Google Sheets
- Canva
- ChatGPT
- Gemini
- AI research/content tools

Career-Focused Google Ads Training

Don't Just Learn Google Ads. Learn How to Manage Performance Campaigns.

Students can build skills relevant to roles such as:

- Google Ads Executive
- PPC Executive
- Paid Search Specialist
- Performance Marketing Executive
- Digital Marketing Executive
- PPC Analyst
- Paid Media Specialist
- Google Ads Freelancer
- Performance Marketing Consultant