

Crash Course in Google Ads



Prerequisites

- A website or landing page is recommended for practical campaign implementation
- Basic understanding of digital marketing concepts is beneficial

Introduction to Google Ads

- Introduction to Google Ads
- Google Ads Auctions, Ad Rank and Quality Score
- Campaign types and advertising networks
- Understanding campaign objectives and goals
- Bidding strategies, budgets, and campaign structure
- Understanding Metrics

Keyword Research and Search Intent

- Keyword match types: Broad, Phrase, and Exact
- Keyword research and analysis
- Negative keyword
- Search terms report analysis

Marketing Funnel

- Digital vs traditional Funnel
- TOFU, MOFU and BOFU
- Problem Awareness
- Planning content for different Stages

Google Search Ads

- Search campaigns
- Selecting campaign objectives and goals
- Creating ad groups and responsive search ads
- Writing effective headlines and descriptions
- Using sitelinks, callouts, structured snippets, and other assets
- Call assets, location assets, and lead-generation options
- Landing page relevance

Google Display Ads and Graphic Guidelines

- Display campaign setup and targeting
- Audience, contextual, and placement targeting
- Responsive Display Ads and uploaded image ads
- Graphic specifications, aspect ratios, file formats, and file-size limits
- Logo dimensions, brand visibility, and image quality
- Text readability, visual hierarchy, and CTA placement

Google Video Ads and YouTube Creative Guidelines

- YouTube advertising and video campaign formats
- Skippable in-stream, non-skippable, in-feed and Shorts ad formats
- Video campaign objectives, targeting, and placements
- Video aspect ratios, resolutions, duration
- CTA placement and end-screen messaging
- YouTube video ad policy and creative best practices

Performance Max Campaigns

- Campaign setup and conversion goals
- Asset groups and audience signals
- Adding headlines, long headlines, descriptions, images, logos, and videos
- Asset requirements and creative combinations

Lead Generation and E-commerce Campaigns

- Lead-generation campaign strategy.
- Website forms, calls, and lead conversion goals.
- E-commerce advertising fundamentals.
- Introduction to Google Merchant Center and product feeds.
- Shopping Ads and Performance Max for retail.
- Audience targeting and remarketing fundamentals.

Conversion Tracking and Analytics

- Google Ads conversion tracking
- Tracking form submissions, calls, purchases
- Google Tag Manager
- Google Analytics 4 integration
- Enhanced conversions overview
- Understanding the difference between clicks, leads, and qualified leads

Campaign Optimization and Reporting

- Monitoring campaign performance and delivery
- Optimizing keywords, search terms, and negative keywords
- Improving CTR, CPC, conversion rate, CPA, and ROAS
- Budget allocation and bidding strategy adjustments
- Identifying underperforming ads and landing pages

Google Ads Policies and Practical Project

- Google Ads advertising policies
- Destination and landing page requirements
- Common reasons for ad disapproval
- Configuring conversion tracking where applicable

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