

A Complete Beginner to Advanced
Training with Practical Implementation

Advanced Course in Google Ads








Students | Working Professionals | Entrepreneurs



Course Objective

- The Advanced Google Ads course is design to develop understanding about Google Ads from the stretch to the Advanced Level
- Our trained students will be able to research, design, execute, launch & optimize Google Ads campaigns on a proficiency level
- Generate a plan to increase leads, sales or web traffic using Google Ads tool.
- Strategic utilization of Google Ads tools coherent with Business Goals and marketing budget
- To equip the learner with Google Ads skill to gain career advatages like job, freelancing, own website promotion, and many more

Who Can Learn Google Ads?

-  Students
-  Job Seekers
-  Working Professionals
-  Entrepreneurs
-  Homemakers
-  Sales & Marketing Professionals
-  Professionals of Any fields

Hands-on Tools



 WORDPRESS

 Google Ads

 Google Analytics



 grammarly

 SURFER

 SEMRUSH











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Course & Curriculum



Google Ads



8 Modules

20 Hours of Training

1 Landing Page Creation

- Understanding about Landing Page
- Importance of Landing Page
- Components of Landing Page
- How to Create Landing Pages with WordPress?

2 Get Started with Google Ads

- Introduction of Google Ads
- Google Ads types & Benefits
- Google Ads Terminology
- Google Ads account Dashboard & Reports Analysis

3 SEM / Search Ads / Text Ad / PPC

- Introduction & Definition
- Google Ad Auction
- Science of Quality Score
- Google Ad Structure
- How to set up Google Ads Account?
- Live Walkthrough of Google Ad Account
- Types of Ad extensions for different purposes
- Keyword Research for Google Search Campaign
- How to Divide & Create Ad Groups?
- Understand Best Use of Keywords Planner Tool
- Impact of Positive & Negative Keywords Match types
- Search Ad Copy writing & Set up
- Keyword Insertion | Keyword Simulation
- Set up & Launch of Your First Search Ad Campaign

4 Display Ads

- Objectives & Most Relevant Audience Creation
- Display Ads Setup Walkthrough
- Display Ads Targeting,
- Set up & Launch of Your First Display Ad Campaign

5 Video Ads

- Youtube Success Case Studies
- Types of Youtube Video Ads
- YT ad targeting right Audience, Content, Placement
- Walkthrough Different Types of Video Ad campaigns
- Set up & Launch of Your First Video Ad Campaign

6 Remarketing with Google Ads

- Realising Power of Remarketing with Google Ads
- Remarketing List Building, And Audience Creations
- Launching a Google Remarketing Campaign

7 Conversion Tracking with Google Ads

- Definition & Objectives of Conversion Tracking
- How to setup different types of Conversion Tracking?
- Types of Attribution Models

8 Shopping Ads / Google Merchant Centre

- Definition & Objectives of Google Merchant Centre
- How to setup Google Merchant Centre?
- Products Listing in Google Merchant Centre
- Launching Shopping Campaign

Learn to Design, Execute, and Optimise Paid Campaigns on Google



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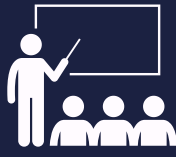
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We deliver Training at



CLASSROOM



ONLINE



ON CAMPUS



CORPORATE



WORKSHOPS

Our Course Delivery Framework

The Framework Simplifies Your Learning So That You Can Learn More

1. **UNDERSTAND** Have deep clarity about every concept with the right examples in every topic
2. **SEE** See, observe, learn more by Live Concept Implementation rendered by the trainer in the class.
3. **DO** Do it yourself again & again to master the concept by performing allotted Task & Assessment during your class



Value Creation Process of Our Certificate



Training



Live Tasks



Learning



Viva



Assignments



Final Exam



You can Mark us Upon for

1. Training to the depth of every topic
2. Task designed for every modules
3. Sales training for freelancing
4. Guest lectures
5. Startup consulting
6. Tasks & assignments in every topic
7. Hands-on experience on live tools
8. Leadership and team work training
9. Mentorship
10. Guidance for career growth
11. Freelance project guidance
12. Industry recognised certificates
13. Industry driven training
14. Mindset & Softskill focused training
15. Ask & Get Support
16. Work ethics development



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Our Students Placed at

1000+ Digital Marketing Agencies, IT Companies, Non-IT Companies Produce
1000s of Jobs Yearly in Ahmedabad for Newbies in Digital Marketing

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are you ready??






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right Skill
&
Get Hired

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