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...be step ahead in your field

Google Ads

Module 1: Introduction to Google Ads

- What is Google Ads?
- Importance of online advertising
- Types of Google Ads (Search, Display, Video, Shopping, App)

Module 2: Account Setup

- Creating a Google Ads account
- Understanding dashboard & interface
- Linking Google Analytics

Module 3: Campaign Creation

- Setting campaign goals
- Choosing campaign type
- Budget & bidding strategies
- Target audience setup (location, language, device)

Module 4: Ad Creation

- Writing effective ad copies
- Using keywords
- Extensions (sitelink, call, location)

Module 5: Optimization & Reporting

- Monitoring performance (CTR, CPC, conversions)
- A/B testing ads
- Improving Quality Score
- Using reports & analytics

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Module 6: Advanced Tips

- Remarketing basics
- Conversion tracking
- Common mistakes to avoid

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