



Google Ads

Curriculum Brochure

Google Ads For Marketing

TRAINING

Google Ads is an essential tool for businesses of all sizes and industries to reach their target audience and increase brand awareness. Google Ads is an online advertising platform that allows businesses to create ads that appear in Google search results, on Google partner websites, and in mobile apps. The platform offers a range of advertising options, including search ads, display ads, shopping ads, and video ads.

Google Ads enables businesses to reach their target audience at the right time and in the right place. With Google Ads, businesses can target their ads based on a variety of factors, including geographic location, language, demographics, and even specific keywords. This level of targeting ensures that businesses are reaching the most relevant audience and maximizing the return on investment for their advertising spend. Google Ads also allows businesses to set their budget and bid for keywords, ensuring that they are only paying for the clicks or impressions that their ads receive.

The career scope of Google Ads is vast, with a variety of roles available, including digital marketing specialist, PPC (Pay-Per-Click) analyst, campaign manager, account strategist, and more. Professionals in these roles are responsible for creating, executing and monitoring ad campaigns, analyzing data, and making strategic decisions to improve campaign performance. With the right skills, experience, and industry knowledge, Google Ads professionals can command high salaries and enjoy a rewarding career in the digital marketing industry.

Learning Google Ads is essential for job seekers and career growth, as it is one of the most widely used advertising platforms globally. Companies of all sizes and industries use Google Ads to promote their products and services. Knowledge of Google Ads can give job seekers a competitive edge, as businesses prefer candidates who can demonstrate experience and expertise in the platform. In addition, staying up-to-date with the latest Google Ads trends and updates is crucial for career growth, as it shows an ongoing commitment to professional development and industry knowledge.

In conclusion, the career scope of Google Ads is vast, with various roles and opportunities available for professionals with the right skills and knowledge. Learning Google Ads is critical for job seekers and professionals looking to advance their careers in the digital marketing industry. By mastering this platform, individuals can unlock a range of exciting career opportunities and make a significant impact on the success of businesses globally.



Google Ads Training Program

This program is designed to train students with the skills and experience to reach the target audiences of business through display ads, video ads and paid search using Google Ads.



Practical Based Sessions

Training program available in 30 days & 60 days duration



Dummy Projects

To build your hands-on expertise & portfolio



Portfolio Building Assistance

To create an attractive resume for your candidature



Pitch Preparation

So you can present your skills in a better way



Mentoring & Career Assistance

To help you in getting good career or placements

Who can join

Any student can join the Google Ads training program. The student must have basic computer knowledge and have interest in campaign designing & advertising.

Working professionals or job seekers, who are looking to learn about campaign designing & advertising. can join the Google Ads training program.

Housewives, Homemakers or any person, who wants to learn about campaign designing & advertising to start their online work or freelancing can join the Google Ads training program.

Training Mode

Online Live Classes are available

- 4x more effective way of learning
- Hands-on experience with projects & assignments
- Virtual class with real interaction with trainer
- Monitoring support & troubleshooting issues
- Masterclass from industry experts & leaders
- Live class recordings for revision purpose

Google Ads Training in Agra



Learn2Earn Labs

F-4, First Floor, Anna Ikon Complex, In Front of Deviram Food Circle, Sikandra-Bodla Road, Sikandra, Agra, Uttar Pradesh – 282007

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Training Modules

Objectives :

Google Ads training aims to provide learners with the knowledge and skills required to plan, create, and manage effective advertising campaigns using Google Ads. The objectives of Google Ads training include teaching learners how to conduct market research, identify their target audience, and develop messaging that resonates with their customers. It also includes teaching learners how to set up and manage campaigns, use keyword targeting and bidding strategies, create effective ad copies, and measure the success of their campaigns through analytics and reporting. Overall, this Google Ads training aims to equip learners with the skills needed to run successful advertising campaigns on the Google Ads platform and achieve their marketing goals.

Module 1 : Introduction

Google Ads Auction, Relevancy & Quality Score, Types of Ad Campaigns, Selection of Goal, Structure of Google Ads, Dashboard Overview, Basic and Professional account Google Search Network, Google Display Network.

Module 2 : Targeting & Keywords

Network Targeting Option, Location Targeting Option, Language Targeting Option, Audience Targeting Option, Ad types, Keywords, Keyword Match Type, Negative Keyword Match Type, Theme of Ad groups Keyword Research, Keyword Planner Tool.

Module 3 : Budget & Bidding Options

Daily and Monthly Budget, Shared Budget, Allotment of Budget, ROI (return on investment), Bidding Strategies, CPC (cost per click), CPA (cost per acquisition/action), CPV (cost per view), ROAS (return on average spent), Cost per Conversion Value, Cost per install, CPM (cost per thousand impressions), ECPC (enhanced cost per click), vCPM (viewable cost per thousand impression), Target Impression Share, First Page Bid Estimate Option, Bidding Adjustment, Bid Strategy Statuses, Measurement of viewability, True view active technology.

Module 4 : Ad Creation

Search ad Campaign, Sales ad Campaign, Leads ad Campaign, Website traffic ad Campaign, Product and brand Consideration ad Campaign, Product and Brand Consideration ad Campaign, App ad Campaign, Smart ad Campaign, Performance max ad Campaign, No Goal/Objective Selection.

Module 5 : Ad Types & Ad Extensions

Search Ads, Display Ads, Gmail Ads, Video ads and its types (YouTube Ads), Performance

max ads, Discovery ads, Ad Extensions Uses & Advantage, Callout extensions, Structured snippets, Call extensions Lead form extensions, Location extensions, Affiliate location extensions, Price extensions, App extensions, Promotion extensions.

Module 6 : Conversion and Analytics

Campaign URL Option, Conversion Setup, Google Tag manager, Tag Setup, Google Analytics, Cross Reporting, Difference between Conversion and Acquisition.

Module 7 : Remarketing and Retargeting

Audience creation, Custom Audience, YouTube Audience, Website Visitors, Remarketing Audience, AIDA Model.

Module 8 : Forecasting & Planning

Performance Planner Tool, Reach Planner Tool, Ad Preview and Diagnosis, App Advertising Hub, Campaign Budget Simulator.

Module 9 : Miscellaneous Things

Ad Scheduling & Ad Rotation, Content Exclusions In Video Ads, Automated Rule Setup, Google Ads Script, Drafts & Experiments, Setting Up Ad Variations, Copy & Paste Campaigns, Keyword Insertion In Search Ads, Countdown in Text Ads, If Function In Text Ads, Change History, Creation Of Custom Columns, Fixing Of Disapproved Ads, SKTA (Single Keyword Targeted Ads), Duplicate Keywords, Landing Pages, Acquisition & Conversion, GCLID (Google Click Identifier), Google Ads Editor, Google Merchant Centre.

Module 10 : Minor Project Work

Available for those who enrolled in 60 days training program of Google Ads. During this, the candidate will work on some minor projects under the supervision of respected trainer.



Learn2Earn Labs

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