

Google Ads Mastery Course

(Master Google Adwords, PPC techniques, Strategies with Hands on Approach)

Complete Practical Training Program



Duration: 08 Weeks



Mode Of Training: Online & On Campus



Class Timing: To be mutually decided with Students



Google Ads



Course Overview

Google Ads Mastery | 16 Modules | 2 Months Training + 6 Months Support

Module 01

Understanding the
Google
Ads Ecosystem

Module 02

Keyword
Research &
Campaign
Planning

Module 03

Ad Copywriting &
Responsive Search
Ads

Module 04

Bidding Strategies
& Quality
Score

Module 05

Conversion
Tracking with
GA4 & GTM

Module 06

Data Analysis &
Reporting

Module 07

Building & Using
Custom
Audiences

Module 08

Remarketing
Campaigns and
Funnel Strategy

Course Modules (Continued)

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Module 09

Display
Advertising
Techniques

Module 10

YouTube
Campaigns

Module 11

Performance Max
Campaigns

Module 12

Smart Campaigns
& Local
Campaigns

Module 13

Shopping
Campaign Setup

Module 14

E-Commerce
Growth with
Google Ads

Module 15

Campaign
Auditing &
Optimization

Module 16

Final Project &
Career
Direction

Module 01

Understanding the Google Ads Ecosystem



WHAT YOU WILL LEARN

- ◆ Overview of Search, Display, Shopping, Video, and Performance Max campaigns
- ◆ Campaign structure: Campaigns, Ad Groups, Ads, and Assets
- ◆ Industry specific account structures

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Module 02

Keyword Research & Campaign Planning



WHAT YOU WILL LEARN

- ◆ Advanced keyword research using Google Planner, SEMrush, and competitor analysis
- ◆ Intent-driven keyword mapping
- ◆ Task: Create a campaign plan for a local service business

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Module 03

Ad Copywriting & Responsive Search Ads (RSA)



WHAT YOU WILL LEARN

- ◆ Writing effective headlines and descriptions
- ◆ Using Ad Extensions
- ◆ A/B testing ad variations

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Module 04

Bidding Strategies & Quality Score



WHAT YOU WILL LEARN

- ◆ Manual vs automated bidding (Target CPA, Max Conversions, etc.)
- ◆ Quality Score breakdown and optimization
- ◆ Case Example: How QS changes reduced CPC by 30% for a client

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Module 05

Conversion Tracking with GA4 & GTM



WHAT YOU WILL LEARN

- ◆ Setting up events and goals in GA4
- ◆ Using Google Tag Manager to track form submissions and buttons
- ◆ Common tracking mistakes and troubleshooting

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Module 06

Data Analysis & Reporting



WHAT YOU WILL LEARN

- ◆ Understanding key metrics (CTR, CPC, CPA, ROAS)
- ◆ UTM parameters for campaign clarity
- ◆ Hands-on: Build a campaign performance dashboard using Looker Studio

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Module 07

Building & Using Custom Audiences



WHAT YOU WILL LEARN

- ◆ Affinity, in-market, detailed demographics
- ◆ Customer match and similar audiences
- ◆ Layering audiences with search and display

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Module 08

Remarketing Campaigns and Funnel Strategy



WHAT YOU WILL LEARN

- ◆ Setting up dynamic remarketing
- ◆ Funnel structure: cold warm hot audiences
- ◆ Case Study: Full-funnel retargeting for an online education brand

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Module 09

Display Advertising Techniques



WHAT YOU WILL LEARN

- ◆ Manual placement vs audience targeting
- ◆ Ad creation tips for better visibility and clicks
- ◆ Practical: Launch a Display campaign with exclusions and targeting

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Module 10

YouTube Campaigns



WHAT YOU WILL LEARN

- ◆ Overview of ad types: Skippable, Non-skippable, In-feed, Bumper
- ◆ Audience targeting strategies on YouTube
- ◆ Real Example: YouTube ads for an online product launch

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Module 11

Performance Max Campaigns



WHAT YOU WILL LEARN

- ◆ Setup process, asset creation, and feed integration
- ◆ Audience signals and optimization
- ◆ Case Study: Scaling an e-commerce brand using PMax with custom assets

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Module 12

Smart Campaigns & Local Campaigns



WHAT YOU WILL LEARN

- ◆ When to use Smart Campaigns and their limitations
- ◆ Setup and monitoring for local businesses
- ◆ Common mistakes in automated campaigns

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Module 13

Shopping Campaign Setup

WHAT YOU WILL LEARN

- ◆ Merchant Center setup and product feed creation
- ◆ Standard Shopping vs Smart Shopping campaigns
- ◆ Troubleshooting feed errors and mismatches

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Module 14

E-Commerce Growth with Google Ads



WHAT YOU WILL LEARN

- ◆ Strategies to improve ROAS
- ◆ Product segmentation and campaign scaling
- ◆ Campaign Audit: Review of a student-run or sample e-commerce account

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Module 15

Campaign Auditing & Optimization



WHAT YOU WILL LEARN

- ◆ Step-by-step approach to diagnosing issues in real campaigns
- ◆ Budget allocation, ad performance, CTR/CPA tracking
- ◆ Real account audit demonstration

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Module 16

Final Project & Career Direction



WHAT YOU WILL LEARN

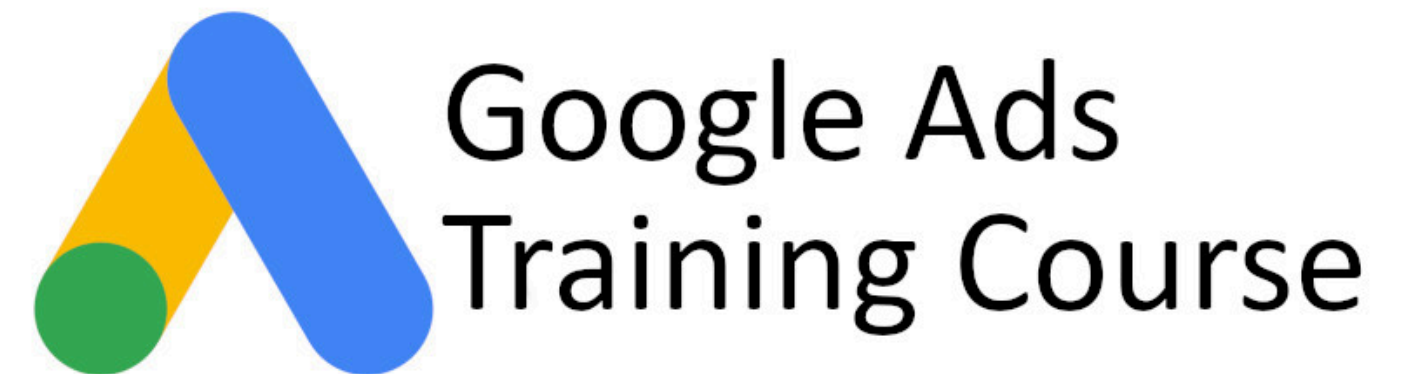
- ◆ Students present their campaign strategy and results
- ◆ Feedback from trainer and peers
- ◆ Discussion: Freelancing, client onboarding, career opportunities in paid media

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COURSE ELIGIBILITY CRITERIA

- ◆ Minimum Qualification: Matric or Above
- ◆ Interest in Digital Marketing or Online Earning
- ◆ Basic Computer & Internet Skills
- ◆ No Prior Experience Required (Beginners Can Join)



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GOOGLE ADS EXPERT SALARIES IN PAKISTAN

According to Rozee.pk & Jobsalert.Pk

Skill Level

Avg Monthly Salary

Junior

60k–70k

Mid-Level

90k–150k

Advanced

150k–300k

Freelancer

Earn In Millions



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Start Your Digital Career Today!

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- ◆ Practical + Live Campaign Training
- ◆ Certificate Provided After Completion

Enroll Now & Start Earning with Google Ads!

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