Jaipur Engineers
Your One-Stop IT & Staffing Ecosystem

DIGITAL MARKETING

Google Ads

Search • Display • YouTube • Shopping • Performance Max



GOOGLE ADS TRAINING

Included in SEO & Google Platforms

JAIPUR, RAJASTHAN

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Google Ads

Syllabus at a glance

01

Goals and account structure

02

Search ads and keywords

03

Google campaign formats

04

Creative and targeting

05

Measurement and bidding

06

Campaign reviews

PORTFOLIO PROJECT

Search Campaign Plan

Prepare campaign groups, ads, conversion events and a measurement plan for a sample business.

Google Ads

Core concepts

01

Goals and account structure

Define campaign objectives, budgets and ad groups around audience needs.

02

Search ads and keywords

Practise match types, negative keywords and landing-page alignment.

03

Google campaign formats

Compare Search, Display, YouTube, Shopping and Performance Max.

TOOLS & TOPICS

Search • Display • YouTube • Shopping • Performance Max

Google Ads

Applied skills

04

Creative and targeting

Write ad assets and plan relevant audiences and placements.

05

Measurement and bidding

Plan conversion tracking and compare bidding and budget choices.

06

Campaign reviews

Use search terms and performance metrics to propose an optimisation.

TOOLS & TOPICS

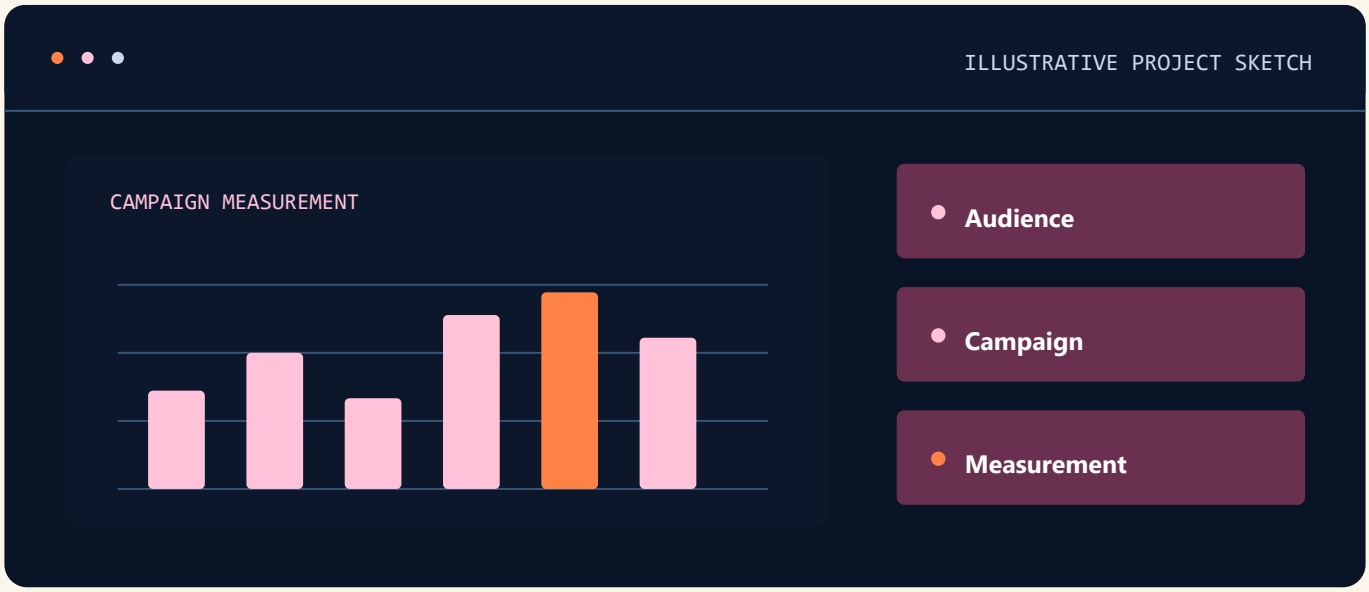
Search • Display • YouTube • Shopping • Performance Max

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Portfolio project

Search Campaign Plan

Prepare campaign groups, ads, conversion events and a measurement plan for a sample business.



Set a goal

Choose an audience, one primary measure and a realistic sample budget.

Review the plan

Explain which result would justify a change to the campaign.

A campaign brief, sample assets, a budget plan and a measurement dashboard.

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Project checklist

Use these checks to prepare your project demo or portfolio handoff.

01

Set the campaign objective

Select a measurable conversion and connect it to the landing page.

02

Build the draft campaign

Group keywords and write ad assets and exclusions.

03

Review the plan

Explain which results would trigger a change in targeting, creative or budget.

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Course fees

RELATED TRAINING MODULE

Included in SEO & Google Platforms

MODULE	INR
SEO, Google Ads & Google Platforms	₹10,000

Google Ads is covered in the SEO and Google Platforms module.

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SCAN FOR MAP

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MODULES 01–02

01 Goals and account structure

Lessons & practice

- Objectives and campaign structure
- Budget and bidding choices
- Landing-page conversion goals

HANDS-ON Select one conversion goal and outline a draft campaign around it.

02 Search ads and keywords

Lessons & practice

- Search match types
- Negative keywords
- Ad copy and assets

HANDS-ON Group keywords and draft ads and exclusions for a sample business.

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MODULES 03–04

03 Google campaign formats

Lessons & practice

- Search, Display, YouTube and Shopping
- Performance Max overview
- Choosing formats by objective

HANDS-ON Compare two formats for the same audience and explain their different goals.

04 Creative and targeting

Lessons & practice

- Audience and placement selection
- Creative angles
- Landing-page relevance

HANDS-ON Prepare two creative variations with a clear test hypothesis.

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MODULES 05–06

05 Measurement and bidding

Lessons & practice

- Conversion actions
- Bidding fundamentals
- Measurement and reporting rules

HANDS-ON Trace a lead form to a conversion event and define budget review checks.

06 Campaign reviews

Lessons & practice

- Search terms and performance review
- Creative and budget experiments
- Reporting decisions

HANDS-ON Review a sample performance table and defend the next optimisation.