Jaipur Engineers

Your One-Stop IT & Staffing Ecosystem

DIGITAL MARKETING

SEO, Google Ads & Google Platforms

SEO • Search Console • Google Business Profile • Google Ads • GA4 • Tag Manager



SEO & GOOGLE PLATFORMS MODULE

₹10,000

JAIPUR, RAJASTHAN

+91 70146 92039

SEO, Google Ads & Google Platforms

Syllabus at a glance

01

Keywords and SEO

02

Search Console & Business Profile

03

Google Ads search campaigns

04

Google campaign formats

05

Analytics and conversions

06

Reporting and optimisation

PORTFOLIO PROJECT

Search and Local Growth Plan

Audit a local website and build a Google Ads plan with measurable objectives.

SEO, Google Ads & Google Platforms

Core concepts

01

Keywords and SEO

Match search intent to pages and audit headings, links, crawlability and index coverage.

02

Search Console & Business Profile

Use search performance data and improve a sample local business profile and landing page.

03

Google Ads search campaigns

Group keywords, choose match types, write ad copy and map the journey to a landing page.

TOOLS & TOPICS

SEO • Search Console • Google Business Profile • Google Ads • GA4 • Tag Manager

SEO, Google Ads & Google Platforms

Applied skills

04

Google campaign formats

Compare Display, YouTube, Shopping and Performance Max. Explore how Merchant Center supports product ads.

05

Analytics and conversions

Define GA4 events, Google Tag Manager triggers and conversion checks for a sample site.

06

Reporting and optimisation

Review search terms, conversion performance and suggested improvements.

TOOLS & TOPICS

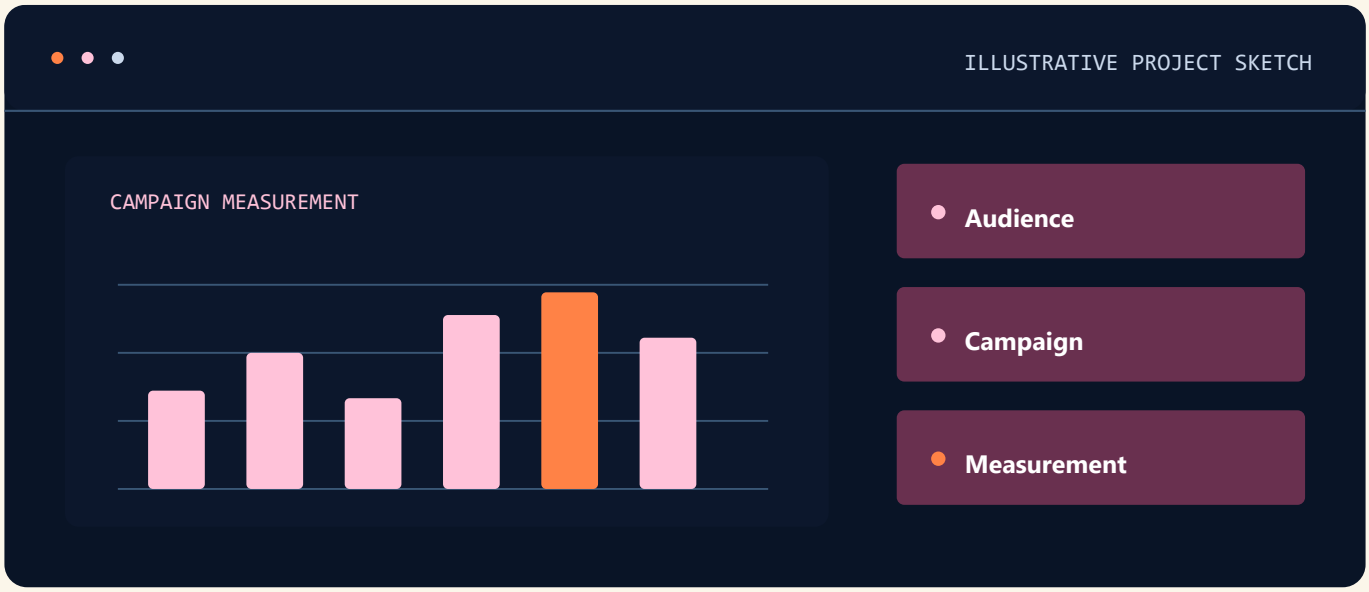
SEO • Search Console • Google Business Profile • Google Ads • GA4 • Tag Manager

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Portfolio project

Search and Local Growth Plan

Audit a local website and build a Google Ads plan with measurable objectives.



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

Audit the website

Prioritise findings from technical, content and local search reviews.

02

Plan paid search

Produce keyword groups, sample ad copy and a budget rationale.

03

Verify tracking

Map a conversion event and document how to check it before campaign launch.

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Course fees

SEO & GOOGLE PLATFORMS MODULE

₹10,000

Contact admissions for current batches, class timings and enrolment details.

JAIPUR ENGINEERS ADMISSIONS

+91 70146 92039

info@jaipurengineers.com

122/228, Indra Path, Thadi Market

Mansarovar, Jaipur, Rajasthan 302020

SCAN FOR MAP

View course details online

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Course content

MODULES 01–02

01 Keywords and SEO

Lessons & practice

- Search intent and keyword mapping
- On-page titles and internal links
- Crawlability and index coverage

HANDS-ON Match keywords to pages and explain which crawl or content issues to fix first.

02 Search Console & Business Profile

Lessons & practice

- Search Console search performance
- Google Business Profile
- Local landing pages

HANDS-ON Use a sample local profile and propose a measurable improvement.

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Course content

MODULES 03–04

03 Google Ads search campaigns

Lessons & practice

- Google Ads account and campaign structure
- Match types and exclusions
- Ad copy and landing-page alignment

HANDS-ON Write a sample search ad with relevant keyword groups.

04 Google campaign formats

Lessons & practice

- Display, YouTube, Shopping and Performance Max
- Merchant Center concepts
- Matching formats to goals

HANDS-ON Select formats for two goals and justify how budgets would differ.

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Course content

MODULES 05–06

05 Analytics and conversions

Lessons & practice

- GA4 events and conversions
- Google Tag Manager tags and triggers
- Test and debug steps

HANDS-ON Map a conversion from landing-page action through the reporting event.

06 Reporting and optimisation

Lessons & practice

- Search terms and optimisation
- Organic and paid metrics
- Reporting and prioritisation

HANDS-ON Create a monthly report with three decisions supported by the data.