

GOOGLE ADS

MASTER STUDY GUIDE

Beginner → Practical → Job Ready

For aspiring Digital Marketing Learners

Simple English • Correct Technical Terms • Real Campaign Examples

Search Ads • Keywords • Campaign Structure • Ad Copy • Conversion Tracking
Bidding • Budgeting • Optimization • Performance Max • Reporting • Interview Prep

Prepared as a practical training handbook

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How to Use This Book

This handbook teaches Google Ads from zero. The language is intentionally simple, but the technical words are the same words used by digital marketing teams.

Learning rule: Understand the idea first. Memorize the technical term second. Practice the task third.

- [] Read one chapter at a time.
- [] Write your own example after every concept.
- [] Build a sample campaign in a test account or use screenshots/notes if you do not have an account.
- [] Do not judge a campaign from one metric only.
- [] Always connect the campaign to a business goal and a conversion.
- [] Use the templates in this book as starting points, not as copy-paste rules.

A beginner should be able to explain what a campaign, ad group, keyword, search term, ad, landing page, bid, budget and conversion are before learning advanced optimization.

Important: Google Ads changes over time. Menus, automation, AI features and recommendations can change. Use the official Google Ads Help documentation for the latest interface and policy details.

1. Google Ads in Simple Words

Google Ads is Google's advertising platform. A business pays to show ads to people who may be interested in its products or services.

Think about a person searching: "digital marketing course near me." A training company can create an ad for that type of search. If the person clicks the ad, the company may pay for the click, depending on the campaign and bidding setup.

Term	Simple meaning	Example
Advertiser	The business running ads	ABC Digital Academy
Campaign	A container for a goal and settings	Search – Course Leads
Ad group	A group of closely related ads/keywords	SEO Course
Keyword	A targeting/matching idea	seo course
Search term	What the user actually typed	best seo course near me
Ad	The message shown to the user	Learn SEO – Enroll Today
Landing page	Page after the ad click	/seo-course
Conversion	Valuable action	Form submission

Remember: Keyword $\neq$ search term. A keyword is what the advertiser adds. A search term is what the user actually searches.

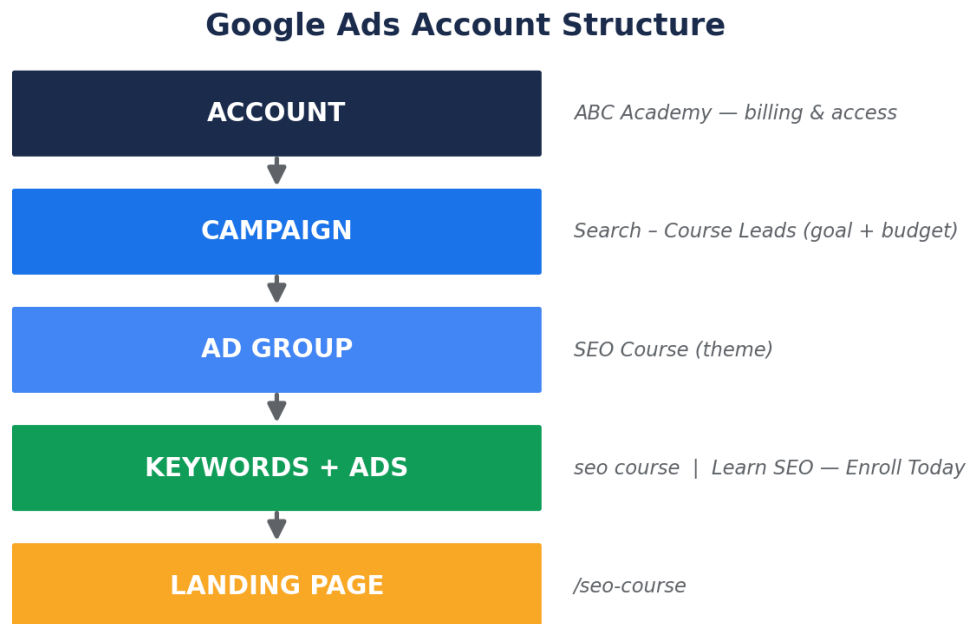
2. Paid Search vs Organic Search

Point	Paid Search (Google Ads)	Organic Search (SEO)
Payment	Usually pays for ad interactions or outcomes depending on setup	No payment to Google for each organic click
Speed	Can start generating traffic after launch and approval	Usually takes time to build visibility
Control	Budget, targeting, ads, bidding and settings can be controlled	Less direct control over rankings
Placement	Ads can appear in paid placements	Organic listings appear in unpaid results
Measurement	Clicks, cost, conversions, CPA, ROAS, etc.	Clicks, impressions, rankings, conversions, etc.
Best use	Demand capture, testing, leads, sales	Long-term organic visibility

Strong digital marketers understand that paid and organic search can support each other. For example, search term data from paid campaigns can reveal language customers use. SEO content can also support users who are not ready to click an ad.

Interview line: "Google Ads is paid traffic. SEO focuses on organic visibility. Both can support the same business goal, but the methods and measurement are different."

3. Google Ads Account Structure



The account structure is the backbone of campaign management. A clean structure makes reporting and optimization easier.

Level	What it controls	Simple example
Account	Overall billing, access and account settings	ABC Academy
Campaign	Budget, network/type, location, bidding and other major settings	Search – India – Leads
Ad group	Theme and related targeting	SEO Course
Keyword	Search matching	seo course
Ad	Message shown to users	Join SEO Course
Landing page	Destination after click	abc.com/seo-course

A useful mental picture is: Account → Campaign → Ad Group → Keywords + Ads → Landing Page → Conversion.

- [] Keep each ad group focused on one close theme.
- [] Make the ad relevant to the keyword theme.

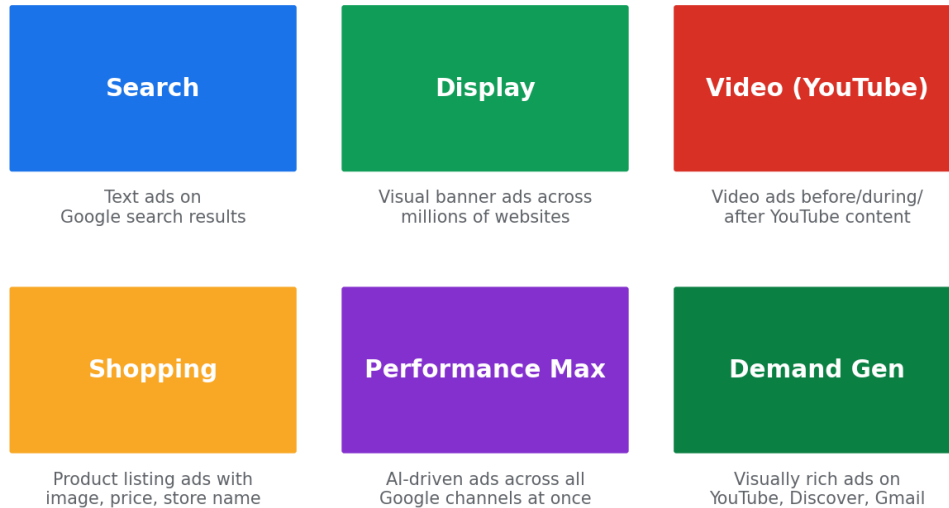
☐ Make the landing page relevant to the ad promise.

☐ Name campaigns clearly so another person can understand them.

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4. Google Ads Campaign Types

Google Ads Campaign Types



Google Ads has multiple campaign types. Each one is designed for different inventory, goals and creative formats.

Campaign type	Simple purpose	Typical inputs
Search	Reach people actively searching	Keywords, ads, landing pages
Performance Max	Reach across Google's inventory using goal-based automation	Assets, feeds, audience signals, conversion goals
Display	Visual ads across eligible sites/apps	Images, text, audiences
Video	Video advertising across Google video inventory	Video assets, audiences, goals
Shopping	Promote products with product data	Merchant Center feed, product information
App	Promote mobile apps	App details, creative assets, conversion goals

For a new learner, master Search first. It teaches the core ideas of intent, keywords, search terms, ads, landing pages, conversions and optimization.

Current platform note: Performance Max is goal-based and can access multiple Google inventory channels. It should be understood as a different campaign model from keyword-focused Search.

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5. Search Campaign Structure

A practical Search campaign begins with one business goal. Example: generate leads for a digital marketing course.

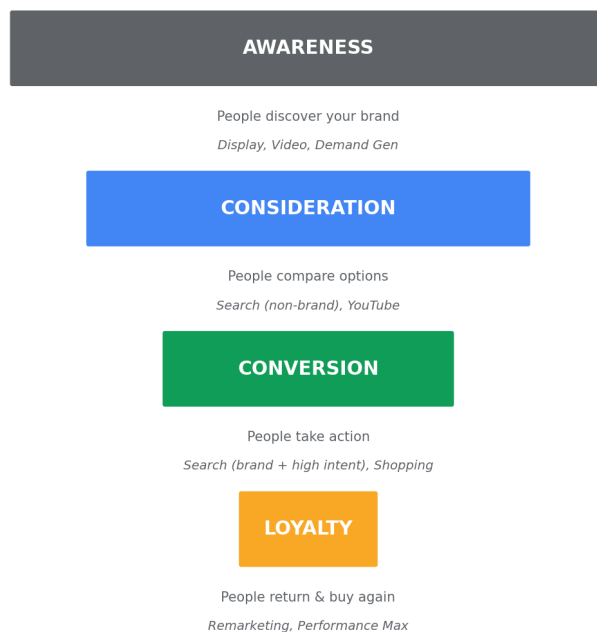
Campaign	Ad group	Keyword theme	Landing page
Search – Course Leads	SEO Course	seo course, seo training	/seo-course
Search – Course Leads	Google Ads Course	google ads course, ppc course	/google-ads-course
Search – Course Leads	Digital Marketing Course	digital marketing course	/digital-marketing-course

Do not mix every possible keyword into one ad group. If the user searches for “Google Ads course,” the ad should talk about Google Ads training—not a random general service.

Good structure: Close keyword intent → relevant ad → relevant landing page → clear conversion action.

6. Marketing Goals & Funnel

Marketing Funnel & Campaign Fit



Before opening Google Ads, ask: What business result do we want?

Goal	Possible conversion	Useful KPI
Lead generation	Form, call, WhatsApp click	Conversions, CPA, qualified leads
E-commerce	Purchase	Purchases, revenue, ROAS
Local service	Call, form, direction request	Leads, CPA
Course sales	Enrollment/payment	Purchases, CPA, ROAS
Brand awareness	Reach, engaged visits	Impressions, reach, video metrics

A funnel is the path from awareness to action. Search often captures existing demand because users are already looking for something.

Simple formula: Business goal → Conversion → Campaign type → Targeting → Ad → Landing page → Measurement → Optimization.

7. Keyword Research Fundamentals

Keyword research means finding words and phrases that potential customers use when looking for a product, service or solution.

Keyword idea	Likely intent	Business value
digital marketing course	Commercial	High if the business sells courses
seo course online	Commercial	High
what is seo	Informational	Usually lower direct buying intent
free seo course	Could be low-cost/free intent	Depends on offer
seo course fees	Commercial	Strong research intent

Good keyword research is not just collecting high-volume terms. You must consider relevance, intent, competition, expected value, geography, budget and landing-page fit.

- [] Start with the business offer.
- [] List seed keywords.
- [] Expand into variations and themes.
- [] Separate intent types.
- [] Check location and language.
- [] Plan negative keywords.
- [] Map each theme to an ad group and landing page.

8. Search Intent

Search intent means the reason behind a search. The same topic can have very different intent.

Intent	Example	What the advertiser should do
Informational	how does google ads work	Usually educational content; test carefully for lead goals
Commercial investigation	best google ads course	Show benefits, proof and comparison-friendly information
Transactional	buy google ads course	Strong offer + clear conversion
Navigational	Google Ads login	Usually not relevant for a training advertiser
Local	google ads course near me	Use location relevance and local landing-page details

Beginner test: Ask: "If I were the customer, what do I want after this search?"

Intent helps you avoid wasting money on traffic that is related to your topic but not useful for your business.

9. Keyword Match Types



Google Ads currently uses three positive keyword match types: broad, phrase and exact. Match types influence how closely a keyword relates to eligible searches.

Match type	Syntax	Simple idea
Broad	seo course	Wider matching based on relevance and intent
Phrase	"seo course"	More controlled than broad while allowing related searches
Exact	[seo course]	Most steering over the searches, while still using meaning-based matching

Important: modern Google Ads matching is not simply "exact words only." Exact and phrase can match searches with the same meaning or intent. Broad can reach a wider set of relevant searches.

Professional habit: Do not choose a match type because someone says one type is always best. Match type should fit the goal, conversion data, bidding strategy and level of control needed.

For negative keywords, syntax and behavior are different from positive keyword matching. Always check the current Google Ads documentation when building large negative lists.

10. Negative Keywords

Negative keywords help prevent ads from showing for unwanted searches. They are a key waste-control tool.

Business	Possible unwanted search	Negative idea
Paid course	free google ads course	free
Paid service	jobs in digital marketing	jobs
Agency	course / training	course
Premium product	cheap / free	cheap, free

Do not add negative keywords blindly. A negative keyword can block useful traffic. Review actual search terms first when possible.

Important current note: Google's negative keywords work differently from positive keywords and do not match all the same variants. Review the exact behavior for your chosen negative match type.

- [] Build a starter negative list from known irrelevant themes.
- [] Review search terms regularly.
- [] Add negatives only when they are truly irrelevant or create a clear business problem.
- [] Document why a negative was added.

11. Keyword Research Sheet

Use this worksheet before building a campaign.

Keyword	Intent	Match type	Ad group	Landing page	Priority	Notes
seo course online	Commercial	Phrase	SEO Course	/seo-course	High	Core offer
seo training	Commercial	Exact	SEO Course	/seo-course	High	Core offer
learn seo	Commercial/Info	Broad/Phrase	SEO Course	/seo-course	Medium	Check search terms
seo course fees	Commercial	Phrase	SEO Course	/seo-course	High	Pricing intent
free seo course	Free intent	Negative theme	—	—	Exclude if paid-only	Business dependent

Create one row per keyword. Keep a separate sheet for negative keywords and a separate sheet for actual search terms.

Spreadsheet columns to add later: Monthly search volume, competition, top-of-page bid estimates, location, language, status, impressions, clicks, CTR, CPC, conversions, CPA and notes.

12. Ad Group Planning

An ad group should represent a tight theme. Imagine a customer reading your ad and asking: “Is this exactly what I searched for?”

Ad group	Core keywords	Ad message	Landing page
SEO Course	seo course; seo training; learn seo	SEO Training + Practical Learning	/seo-course
Google Ads Course	google ads course; ppc course	Learn Google Ads + Campaign Practice	/google-ads-course
Meta Ads Course	meta ads course; facebook ads training	Meta Ads Training	/meta-ads-course

Avoid: One ad group containing SEO course + wedding jewellery + real estate + web design. These themes need different ads and pages.

Goal: Make keyword, ad and landing page feel like one conversation.

13. Landing Pages

A landing page is the page a person reaches after clicking an ad. The page must deliver what the ad promised.

Search	Ad promise	Landing page should show
SEO course	Practical SEO training	Course details, syllabus, trainer, proof, fees, CTA
Google Ads service	Google Ads management	Services, process, proof, CTA, contact
Jewellery store	Gold jewellery collection	Relevant collection, trust information, location/CTA

- ☐ One clear primary CTA.
- ☐ Relevant headline above the fold.
- ☐ Fast and mobile-friendly experience.
- ☐ Trust signals: reviews, credentials, policies or proof where appropriate.
- ☐ Useful information before the form.
- ☐ Do not make the user search for the promised product.

Simple rule: The ad gets the click. The landing page earns the conversion.

14. Quality Score



Quality Score is a diagnostic indicator associated with keyword-level performance. It is commonly discussed using three major components: expected CTR, ad relevance and landing page experience.

Component	Simple meaning	Improvement idea
Expected CTR	How likely the ad may be clicked	Improve relevance and useful messaging
Ad relevance	How closely the ad matches the keyword/search intent	Tighten ad group themes
Landing page experience	How relevant and useful the destination page is	Improve relevance, usability and page experience

Do not treat Quality Score as the same thing as business performance. A campaign can have good-looking diagnostic metrics and still produce poor leads if the offer, audience or conversion quality is wrong.

Interview answer: "Quality Score is a diagnostic tool. I use it to identify relevance problems, but I optimize for business outcomes such as qualified conversions and cost efficiency."

15. Ad Rank & Auction

Ad Rank & Auction — How Position Is Decided

Ad Rank = Bid × Quality Score (+ expected impact of ad extensions/formats)



When a Google search happens, eligible ads can enter an ad auction. Ad Rank helps determine whether an ad can show and where it can appear.

Auction systems consider multiple signals and eligibility factors. Bid is important, but ad position is not simply “highest bid wins.”

Concept	Simple explanation
Bid	How much you are willing to bid under the chosen strategy
Ad quality	Signals related to relevance and expected usefulness
Context	Search context and other auction signals
Assets	Additional information that can make an ad more useful
Ad Rank thresholds	Minimum requirements that can affect eligibility

Beginner memory: Think: “Relevant ad + useful experience + appropriate bid + auction context.”

Avoid promising a permanent position such as “I will keep you at #1.” Search results and auctions change.

16. Responsive Search Ads (RSA)

A Responsive Search Ad uses multiple headlines and descriptions. Google Ads can combine these assets into different ad variations.

RSA asset	Current field capacity	Practical advice
Headlines	Up to 15	Write distinct messages
Descriptions	Up to 4	Explain benefit, proof, offer and CTA
Headline limit	Up to 30 characters	Keep wording concise
Description limit	Up to 90 characters	Use clear benefit-led copy

Google recommends using multiple RSA assets. Current Google guidance says advertisers can provide up to 15 headlines and 4 descriptions, with a minimum of 3 headlines and 2 descriptions to create an RSA.

Pinning: Pin only when a message must appear in a specific position, such as required legal or brand language. Over-pinning can reduce the flexibility of combinations.

Ad Strength: Use Ad Strength as a diagnostic indicator, not as a replacement for actual conversion and revenue data.

17. Ad Copy Frameworks

Good ad copy answers four questions quickly: What is it? Why should I care? Why trust you? What should I do next?

Framework	Example
Keyword + Benefit	SEO Course – Learn Practical SEO
Problem + Solution	Not Getting Organic Traffic? Learn SEO
Proof + Offer	Practical Training + Live Projects
Specific Audience	SEO Training for Beginners
CTA	Book a Free Counselling Call

Avoid fake urgency, unsupported superlatives and guaranteed-result claims. Advertising policies matter.

Copy formula: Relevance + benefit + proof + differentiator + CTA.

Example: “Learn Google Ads with practical campaign exercises. Build Search campaigns, keywords, ads and conversion tracking. Enquire today.”

18. Ad Copy Prompt Library

These prompts are designed for responsible AI-assisted copywriting. Always review the output for accuracy, policy compliance, brand voice and character limits.

Prompt 1

Create 15 Google Search ad headlines for [SERVICE]. Target audience: [AUDIENCE]. Benefit: [BENEFIT]. Location: [LOCATION]. Use simple English. Avoid guarantees.

Prompt 2

Create 4 Google Ads descriptions for [SERVICE]. Each should explain a different benefit and include a natural CTA. Keep claims factual.

Prompt 3

Create 15 headline ideas for the keyword theme [KEYWORD THEME]. Mix keyword relevance, benefits, proof, offer and CTA. Do not repeat the same idea.

Prompt 4

Rewrite this ad copy for a beginner audience: [COPY]. Keep the meaning, improve clarity and avoid exaggerated claims.

Prompt 5

Create 10 negative-keyword theme ideas for [BUSINESS]. Explain why each might be irrelevant.

Prompt 6

Create 3 ad variations for [LANDING PAGE]. Use the page information I provide and do not invent facts.

Senior habit: AI should speed up research and drafting. The marketer remains responsible for the final message, targeting, tracking and policy compliance.

19. Ad Assets

Assets add information to ads. Depending on campaign type and eligibility, assets can include sitelinks, callouts, structured snippets, calls, images, locations and more.

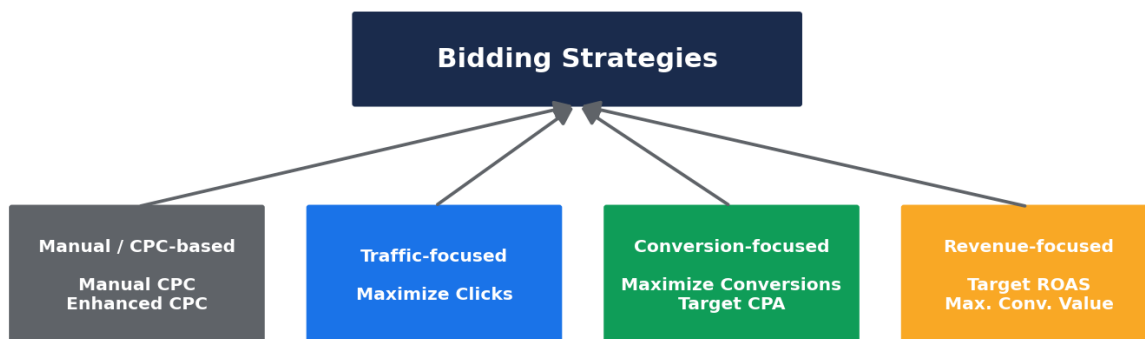
Asset	Purpose	Example
Sitelink	Send users to useful pages	Course Fees
Callout	Highlight benefits	Practical Training
Structured snippet	Show categories/features	Courses: SEO, Google Ads, Meta Ads
Call asset	Encourage calls	Call Now
Location asset	Show business location details	Kolhapur

Best practice: Use assets to add useful information instead of repeating the same headline in every place.

Asset availability depends on campaign type, account eligibility, policy and other factors. Check the current Google Ads interface before building a fixed process.

20. Bidding Strategies

Bidding Strategies at a Glance



A bidding strategy tells Google Ads how to use bids in the auction. The right choice depends on the goal, conversion setup and data.

Strategy family	Simple goal	When to study it
Maximize Clicks	Get clicks within settings/budget	Traffic-focused campaigns
Maximize Conversions	Try to get more conversions	Lead/sales goals with usable conversion setup
Target CPA	Aim around a target cost per acquisition	When conversion data supports it
Maximize Conversion Value	Maximize conversion value	E-commerce/revenue-focused goals
Target ROAS	Aim for a return on ad spend target	When reliable conversion values exist
Target Impression Share	Increase visibility in eligible search results	Visibility/coverage goals

Important: Do not select a bidding strategy only because it sounds advanced. Start with the business goal and measurement quality.

Example: If a lead form is the true business goal, clicks alone are not enough. You need a reliable lead conversion signal.

21. Budget Planning

Budget Planning — Core Formulas

$$\text{Monthly Budget} \div 30 = \text{Average Daily Budget}$$

$$\text{Daily Budget} \times \text{Target CPA} = \text{Approx. daily conversion capacity}$$

$$\text{Target CPA} = \text{Budget assigned} \div \text{Expected conversions}$$

Budget is not just a number. It is a limit on how much you can invest while testing and scaling.

Question	Example answer
Daily budget	■1,500/day
Monthly planning assumption	About ■45,000 for a 30-day planning model
Primary conversion	Qualified lead
Target CPA	■1,200 as a planning target
Expected lead volume	Budget ÷ target CPA = about 37.5 leads in a simple planning model

The calculation above is only a planning model. Actual delivery, spend, conversions and CPA vary. Never promise an exact number of leads from a budget.

Scaling rule: Scale when tracking is trustworthy, lead quality is acceptable, search terms are relevant and the business can handle the additional demand.

22. Conversion Tracking

A conversion is a valuable action defined by the business, such as a purchase, lead form submission or phone call.

Business	Primary conversion	Secondary actions
Course business	Paid enrollment	Course page visit, brochure download
Agency	Qualified lead	Contact-page visit
E-commerce	Purchase	Add to cart
Local service	Qualified call/form	Direction request

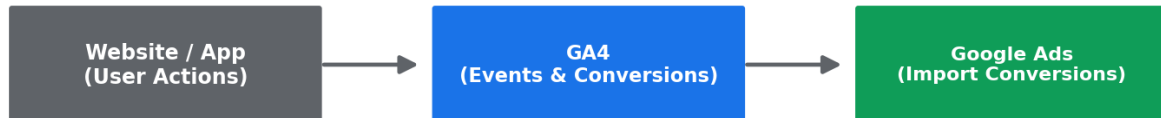
Conversion tracking helps Google Ads understand which interactions lead to valuable actions and helps the marketer evaluate performance.

- [] Define the conversion before launching.
- [] Name conversions clearly.
- [] Set the correct counting approach for the business action.
- [] Check that the conversion fires correctly.
- [] Test with real or controlled actions where appropriate.
- [] Separate primary business conversions from low-value micro actions.

Golden rule: If the conversion is wrong, optimization can become wrong—even if the dashboard looks impressive.

23. GA4 + Google Ads Concepts

GA4 + Google Ads — Data Flow



Linked accounts let Google Ads use GA4 conversion data for bidding & reporting.

Google Ads and GA4 answer related but different questions. Google Ads focuses strongly on advertising interactions and campaign performance. GA4 provides broader analytics about user behavior across a website/app.

Question	Useful system
Which campaign generated conversions?	Google Ads conversion reporting
What did users do on the website?	GA4
Which landing page receives traffic?	GA4 + Google Ads
What search terms triggered ads?	Google Ads Search terms
How did paid traffic behave after the click?	GA4 analysis

Linking systems can improve analysis, but data definitions and attribution settings matter. Do not expect every number to match perfectly across platforms.

Interview line: “I use Google Ads for campaign and conversion optimization, and GA4 for broader user-behavior analysis. I check the measurement setup before comparing numbers.”

24. UTM & Measurement

UTM Parameter Anatomy

example.com/page?utm_source=google&utm_medium=cpc&...

utm_source	Where the traffic comes from <i>example: google</i>
utm_medium	The marketing medium <i>example: cpc</i>
utm_campaign	Which campaign sent the click <i>example: leads_q3</i>
utm_term	The paid keyword (optional) <i>example: seo+course</i>

UTM parameters add campaign information to URLs so analytics tools can understand traffic sources and campaign naming.

Parameter	Example
utm_source	google
utm_medium	cpc
utm_campaign	search_course_leads
utm_term	seo_course
utm_content	rsa_01

Example structure:

website.com/seo-course?utm_source=google&utm_medium=cpc&utm_campaign=search_course_leads

Naming rule: Use lowercase, consistent naming. Decide your convention before launching so reports stay clean.

- [] Do not randomly change naming halfway through a campaign.
- [] Document the naming convention.
- [] Avoid spaces when your team standard uses underscores or hyphens.

[] Make campaign names understandable to another person.

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25. Search Terms & Optimization

The Search terms report shows queries that triggered ads. This is one of the most useful areas for Search campaign optimization.

Search term	Action	Reason
best seo course online	Keep / evaluate	Relevant commercial intent
free seo course	Add negative if paid-only	Potentially irrelevant
seo jobs	Add negative	Job-seeking intent
seo training near me	Keep / location test	Strong local intent

A good optimization routine is: review search terms → identify irrelevant themes → add negatives carefully → identify high-value themes → improve ads/landing pages → monitor conversions.

Do not optimize CTR alone: A search term with a high CTR but no valuable conversions may be less useful than a lower-CTR term that generates qualified customers.

26. Bid & Budget Optimization

Optimization means making controlled changes to improve the relationship between spend and business results.

Problem	Possible checks
High CPC	Competition, bid strategy, quality/relevance, search intent
Many clicks, few conversions	Landing page, offer, intent, tracking, lead quality
Low impressions	Budget, bids, targeting, eligibility, search demand
High CPA	Search terms, conversion rate, bidding, landing page, offer
Good leads but low volume	Budget, coverage, keyword themes, bidding constraints

Optimization rule: Change one major variable at a time when possible. Give the system enough time/data to learn before making another major change.

Document every major change with date, reason and expected effect.

27. Location & Language

Location targeting should match the real business goal. A local plumber and an international SaaS company should not use the same geographic strategy.

Business model	Example targeting
Local clinic	Specific city/area
Indian e-commerce	India, then performance by region
UK service	United Kingdom; local areas where relevant
International SaaS	Selected countries/markets based on business capacity

For international campaigns, do not assume English is identical everywhere. Search language, spelling, terminology, currency, local competitors and customer expectations can differ.

Practical question: Where are the customers, what language do they use, and can the business actually serve them there?

28. Device & Ad Schedule

Performance can differ by device and time. But do not make changes based on tiny data samples.

Dimension	Questions
Device	Do mobile users convert? Is the page mobile-friendly?
Day of week	Which days produce qualified conversions?
Hour	When do customers call or submit forms?
Location	Which regions produce quality leads?

[] Compare conversion rate, CPA and lead quality—not just clicks.

[] Check enough data before making a strong conclusion.

[] Consider business operating hours.

[] Make sure tracking works across devices where relevant.

Example: A local service may prefer ad visibility during hours when calls can be answered. An e-commerce store may behave differently.

29. Audience Signals & Observation

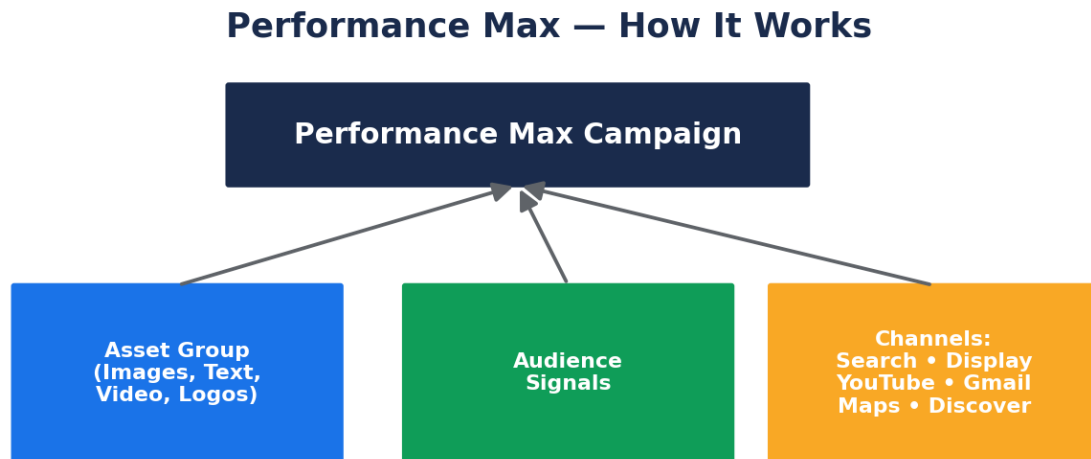
Audiences can help you understand or reach groups of users, depending on campaign type and settings.

For Search, audience settings can be used in different ways, including observation-style analysis where eligible data can inform performance decisions without necessarily restricting all searches.

Audience idea	Why it may matter
Website visitors	Users who already interacted with the site
Customer list	Existing customers, subject to eligibility and privacy rules
In-market audience	Users showing relevant purchase research signals
Custom segments	Audience definitions based on relevant signals, where supported

Privacy: Use audience data only in ways permitted by Google's policies and applicable privacy laws. Never upload data you are not authorized to use.

30. Performance Max



Performance Max is a goal-based campaign type designed to access multiple Google inventory channels from one campaign. It uses automation and machine learning to optimize toward conversion goals.

Input	What the marketer provides
Conversion goals	What valuable action matters
Assets	Text, images, logos, video where applicable
Audience signals	Useful guidance about potential audiences
Product feed	For relevant retail setups
Budget	Investment limit
Business information	Brand and campaign details

Performance Max is not simply “Search without keywords.” It is a different campaign model. Search campaigns can provide keyword/search-term control, while Performance Max uses broader automated inventory and signals.

Beginner practice: Learn Search first, then learn how Performance Max uses goals, assets, audience signals, feeds and automation.

31. Display & YouTube Basics

Display and Video campaigns are useful for visual communication and different stages of the customer journey.

Channel	Strong use cases
Display	Remarketing, visual reach, awareness, selected audience strategies
YouTube	Video storytelling, awareness, consideration, conversions

Creative quality matters. A person scrolling through visual content is in a different mindset from a person actively searching for “buy running shoes.”

Simple difference: Search often captures intent. Display and Video can create or reinforce interest.

32. Shopping Basics

Shopping advertising uses product information. For many retail setups, product data is managed through Google Merchant Center and connected to advertising campaigns.

Product data	Example
Title	Women's Gold Ring 22K
Price	■25,000
Image	Product image
Availability	In stock
Brand	ABC Jewellery
Landing page	Product page

Product titles and data should be accurate and useful. The product feed is not a place for keyword stuffing or misleading claims.

Retail lesson: A great product ad still needs a strong product page, accurate price/availability and a trustworthy buying experience.

33. Google Ads Policies

Google Ads policies exist to protect users, advertisers and the advertising ecosystem. Ads, destinations and business practices can be reviewed for policy compliance.

Risk area	Beginner rule
Misleading claims	Do not invent results, guarantees or credentials
Destination issues	Landing page should work and provide useful content
Restricted products/services	Check current policy before advertising
Trademark/brand claims	Use brand names carefully and follow policy
Personal data	Handle customer data responsibly

Professional habit: If an ad is disapproved, read the specific policy reason, fix the underlying issue and check the current policy documentation.

Do not try to bypass policy enforcement. A sustainable account is built around compliant advertising.

34. Common Mistakes

Mistake	Why it hurts	Better approach
One ad group for everything	Low relevance	Use tight themes
No conversion tracking	Cannot optimize business outcomes	Set up and test conversions
Ignoring search terms	Wasted spend can grow	Review search terms regularly
Changing everything daily	Learning becomes unclear	Use controlled changes
Only watching CTR	Clicks may not become customers	Track conversions and quality
Copying competitor claims	Can create policy/accuracy risk	Use your own verified benefits
Sending all traffic to homepage	Weak relevance	Use relevant landing pages

Senior mindset: The job is not to make a dashboard look good. The job is to create measurable business value within the agreed constraints.

35. Campaign Launch Checklist

Campaign Launch Checklist

- 1** Business goal & conversion defined
- 2** Account & campaign structure planned
- 3** Keyword research + match types set
- 4** Negative keywords added
- 5** Ad groups tightly themed
- 6** Responsive search ads written
- 7** Landing pages checked
- 8** Conversion tracking verified
- 9** Budget & bidding strategy chosen
- 10** Location, language & schedule set

- ☐ Business goal is documented.
- ☐ Primary conversion is defined.
- ☐ Conversion tracking is tested.
- ☐ Campaign name is clear.
- ☐ Location targeting is correct.
- ☐ Language targeting is correct.
- ☐ Daily budget is approved.
- ☐ Bidding strategy matches the goal.
- ☐ Ad groups have tight themes.
- ☐ Keywords are relevant.
- ☐ Match types are intentionally selected.
- ☐ Starter negative list is reviewed.
- ☐ Responsive Search Ads are complete.
- ☐ Ad assets are added where relevant.
- ☐ Final URLs work.
- ☐ Landing pages match ad promises.

- ☐ Mobile experience is checked.
- ☐ Policy status is checked.
- ☐ UTM naming is consistent where needed.
- ☐ Reporting columns are ready.

Launch rule: Do not launch just because the ad is written. Launch when targeting, measurement, destination and business goal are connected.

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36. Daily / Weekly / Monthly Routine

Frequency	Tasks
Daily (when spend is active)	Budget/spend anomalies, disapprovals, major conversion problems, sudden performance changes
2–3 times weekly	Search terms, keyword performance, ad assets, conversion trends
Weekly	CPA/ROAS, lead quality, landing page issues, location/device trends, change log
Monthly	Business results, budget allocation, campaign structure, experiments, scaling plan

The exact routine depends on spend, conversion volume and account risk. A ■500/day account and a ■5 lakh/day account need different monitoring depth.

Never forget: Look at the business outcome. A cheap lead that never answers the phone may be worse than a more expensive lead that becomes a customer.

37. Reporting Template

Metric	This period	Previous period	Change	Comment
Spend	■	■	%	Budget delivery
Impressions	—	—	%	Reach
Clicks	—	—	%	Traffic
CTR	—	—	pp	Engagement
Avg. CPC	■	■	%	Traffic cost
Conversions	—	—	%	Business actions
Conv. rate	—	—	pp	Efficiency
CPA	■	■	%	Cost per conversion
Revenue	■	■	%	For tracked revenue
ROAS	—	—	%	Revenue / ad spend

A client report should explain what happened, why it may have happened, what you changed and what you plan to test next.

Good reporting sentence: “Search term cleanup reduced irrelevant traffic, while the next test is to improve the course landing page CTA.”

38. KPI Dictionary

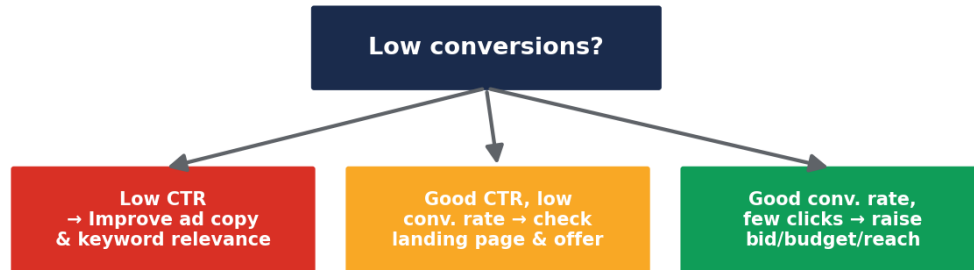
KPI	Meaning
Impressions	Times an ad was shown
Clicks	Clicks received
CTR	$\text{Clicks} \div \text{impressions} \times 100$
CPC	$\text{Cost} \div \text{clicks}$
Conversions	Tracked valuable actions
Conversion rate	$\text{Conversions} \div \text{relevant interactions} \times 100$
CPA	$\text{Cost} \div \text{conversions}$
Conversion value	Value assigned to conversions
ROAS	$\text{Conversion value} \div \text{ad spend}$
Search impression share	Share of eligible impressions received, based on the metric definition

Do not mix terms: CPA is not CPC. CTR is not conversion rate. ROAS is not profit margin.

Always confirm the exact metric definition and reporting window before making decisions.

39. Optimization Decision Tree

Optimization Decision Tree (Simplified)



Use this simple sequence when performance is weak.

Question	If YES	If NO
Are conversions tracked correctly?	Continue	Fix measurement first
Are search terms relevant?	Continue	Improve negatives/structure
Is the landing page relevant?	Continue	Improve page/message match
Is conversion volume sufficient for automation?	Evaluate bidding/data	Use an appropriate learning plan
Is CPA/ROAS acceptable?	Test scaling	Investigate efficiency
Is lead quality acceptable?	Scale carefully	Fix targeting/offer/qualification

Senior rule: Do not jump directly to “increase budget” or “change bidding.” Find the actual bottleneck first.

40. Lead Generation Campaign — Complete Example

Business: Digital Marketing Academy. Goal: generate qualified counselling leads for a Google Ads course.

Item	Plan
Campaign	Search – Google Ads Course – Leads
Ad groups	Google Ads Course; PPC Course; Google Ads Training
Primary conversion	Qualified lead form
Secondary	Phone call
Landing page	/google-ads-course
Location	Selected serviceable areas
Language	English + relevant local language if applicable
Budget	Example ■1,500/day

Sample keywords: “google ads course”, “google ads training”, “ppc course”, “learn google ads”.

Starter negatives could include job, salary, free, login—only where they are genuinely irrelevant to the paid course.

Ad angle: Practical learning + campaign setup + reporting + beginner-friendly support. Do not promise guaranteed jobs or guaranteed income.

41. E-commerce Campaign — Complete Example

Business: Jewellery store. Goal: online purchases.

Item	Plan
Campaign	Search – Jewellery – Purchase
Ad groups	Gold Rings; Gold Chains; Bridal Jewellery
Primary conversion	Purchase
Value	Actual transaction value where tracking supports it
Landing page	Relevant category/product pages
Key KPI	Revenue, ROAS, purchases

Search ad messaging can focus on verified product attributes, collection categories, shopping convenience and store trust signals that the business can support.

Tracking lesson: For e-commerce, conversion value can be more useful than simply counting purchases because a ■5,000 order and ■1,00,000 order have different business value.

42. Local Business Campaign — Complete Example

Business: Dental clinic. Goal: generate appointment enquiries.

Item	Plan
Campaign	Search – Dental – Leads
Ad groups	Dental Clinic; Dentist Near Me; Dental Cleaning
Primary conversion	Qualified calls/forms
Location	Clinic service area
Schedule	Consider clinic answering hours
Landing page	Treatment/service page

Local relevance can include service + city/area language where appropriate. Make sure the location information on the site and business profiles is accurate.

Lead-quality lesson: Track whether calls are real appointment opportunities, not just call-button clicks.

43. B2B Campaign — Complete Example

Business: B2B software company. Goal: demo requests.

Item	Plan
Campaign	Search – SaaS – Demo Leads
Ad groups	CRM Software; Sales CRM; CRM for SMB
Conversion	Qualified demo request
Landing page	Feature/industry-specific page
Qualification	Company size, role, need, timeline
KPIs	Qualified leads, CPA, pipeline value

B2B marketing often needs a deeper view than raw lead count. A lead can be cheap but low quality. If possible, connect advertising data to CRM outcomes.

Senior question: “What percentage of ad-generated leads become sales opportunities?”

44. International Campaign

International Google Ads requires more than changing the country setting.

Area	Questions
Market	Which countries are truly serviceable?
Language	English, local language, or both?
Terminology	What words do customers use locally?
Currency	Is pricing shown in local currency?
Competitors	Who competes in that market?
Landing page	Does the page match local expectations?
Time zone	When should calls/support be available?
Legal	Are local advertising/privacy requirements relevant?

Example: “digital marketing agency” may be used differently in the UK, US and India. Research local search language rather than assuming one keyword list works everywhere.

Rule: Build market-specific keyword and ad research when the business genuinely targets multiple markets.

45. Agency Workflow

In an agency, the Google Ads manager is not working alone. A strong workflow connects strategy, creative, tracking, landing pages and reporting.

Role	Typical contribution
Account manager	Client goals, communication, approvals
Google Ads specialist	Campaign strategy, setup, optimization
SEO/content	Search intent and content insights
Designer	Visual assets
Developer	Landing page and tracking implementation
Analyst	Data/reporting

- [] Get the brief.
- [] Confirm business goal and conversion.
- [] Audit current account if one exists.
- [] Research keywords and competitors.
- [] Build structure.
- [] Prepare ads and assets.
- [] Confirm landing pages.
- [] Set tracking.
- [] Get approval.
- [] Launch.
- [] Monitor and optimize.
- [] Report and plan next tests.

46. Client Questions

A good Google Ads manager asks questions before spending money.

Question	Why ask?
What exactly do you sell?	Define offer
Who is the ideal customer?	Targeting and messaging
Which locations do you serve?	Geo strategy
What is a qualified lead?	Conversion quality
What is the average order value?	Value/ROAS context
Which products/services are most profitable?	Budget priority
What happens after a lead comes?	Lead quality
What claims can we legally/accurately make?	Policy and trust
What is the monthly budget?	Planning
What are the business goals for the next 3 months?	Measurement

47. Google Ads Interview Q&A — Beginner

Question	Simple answer
What is Google Ads?	Google Ads is Google's advertising platform used to reach potential customers across eligible Google inventory.
What is a campaign?	A campaign is a major level in the account structure where important settings such as campaign type, budget and targeting are managed.
What is an ad group?	An ad group contains closely related ads and targeting themes.
What is a keyword?	A keyword is a term or phrase added to help match ads to relevant searches.
What is a search term?	The search term is what the user actually typed or searched.
What is CTR?	Click-through rate: clicks divided by impressions, multiplied by 100.
What is CPC?	Cost per click.
What is conversion?	A valuable action defined by the business, such as a lead or purchase.
What is CPA?	Cost per acquisition/conversion: cost divided by conversions.

47. Google Ads Interview Q&A — Intermediate

Question	Interview-ready answer
Broad vs phrase vs exact?	They are different keyword matching options. Broad provides wider matching; phrase and exact provide more steering, with modern matching based on meaning/intent rather than only exact words.
Why use negative keywords?	To reduce irrelevant ad exposure and wasted spend.
What is Quality Score?	A keyword-level diagnostic indicator related to expected CTR, ad relevance and landing page experience.
What is an RSA?	Responsive Search Ad: multiple headlines/descriptions that Google can combine into different ad variations.
Why track conversions?	To measure valuable business actions and optimize toward outcomes.
What is ROAS?	Conversion value divided by ad spend.
Why can CPC be high?	Competition, bid strategy, auction context, quality/relevance and market demand can affect CPC.
Why can clicks be high but leads low?	Poor intent, weak offer, weak landing page, tracking issues or low-quality traffic are possible causes.

Speaking tip: Answer in 2–4 sentences. Give one practical example. Avoid using complicated words just to sound expert.

47. Google Ads Interview Q&A — Scenario

Scenario	Good response
Campaign has many clicks but zero leads.	First check conversion tracking. Then check search terms, intent, landing page, form functionality and offer before changing bidding.
Client says CPA is too high.	Confirm tracking, compare by campaign/ad group/search term/device/location, inspect lead quality and identify the largest cost bottleneck.
Client wants #1 position every day.	Explain that auction results vary. Discuss the business goal, impression share options and budget instead of promising a permanent position.
Search terms contain many irrelevant queries.	Review the terms, add appropriate negative keywords, tighten structure and improve relevance.
Ads are approved but not getting traffic.	Check budget, bids, targeting, search demand, eligibility, ad strength, keywords and other campaign settings.

48. Practical Assignment

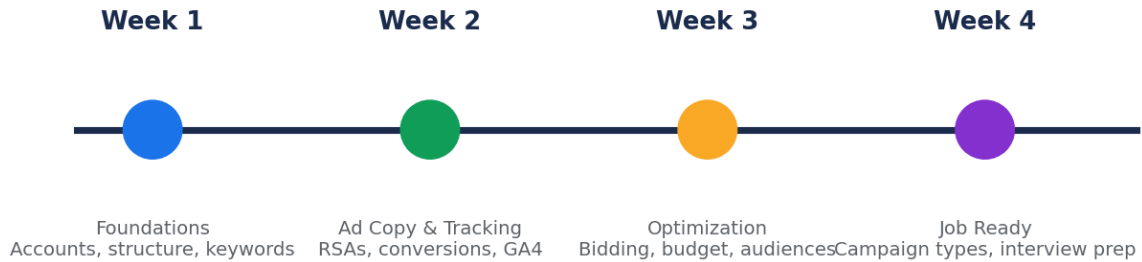
Build a complete Google Search campaign for a fictional digital marketing academy.

- ☐ Choose one offer: Google Ads course.
- ☐ Define the customer: beginner or career switcher.
- ☐ Choose one city or market.
- ☐ Write one campaign name.
- ☐ Create 3 ad groups.
- ☐ Research at least 20 keywords.
- ☐ Assign match types.
- ☐ Create at least 15 negative keyword ideas.
- ☐ Write 2 RSAs per ad group.
- ☐ Create 4 descriptions per RSA.
- ☐ Create sitelink and callout ideas.
- ☐ Define the primary conversion.
- ☐ Choose a starter bidding strategy and explain why.
- ☐ Create a daily budget.
- ☐ Create a weekly reporting table.
- ☐ Write 5 optimization actions you would check after launch.

Submission standard: Your structure should be easy for another marketer to understand without asking you what each campaign or ad group means.

49. 30-Day Learning Plan

30-Day Learning Plan



Day	Focus	Practice
1–3	Google Ads basics	Explain account/campaign/ad group/keyword/ad
4–6	Search campaigns	Build a sample structure
7–9	Keyword research	Create 50 keywords
10–12	Match types + negatives	Classify keywords
13–15	RSA copy	Write 30 headlines + 12 descriptions
16–18	Landing pages	Audit 3 pages
19–21	Conversions	Draw tracking flow
22–24	Bidding + budget	Create 3 scenarios
25–27	Optimization	Analyze a mock report
28	Performance Max basics	Map inputs and goals
29	Interview practice	Answer 20 questions
30	Capstone	Build a complete campaign plan

Repeat the 30-day plan with a real business example. Each repetition should improve your reasoning, not just your memorization.

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50. Final Cheat Sheet — Campaign Build

Step	Action
1	Define business goal
2	Define primary conversion
3	Confirm tracking
4	Choose campaign type
5	Choose market/location
6	Research keywords
7	Group by intent/theme
8	Choose match types
9	Create negative themes
10	Write RSAs
11	Add assets
12	Map landing pages
13	Choose bidding
14	Set budget
15	Check policies
16	Launch
17	Review search terms
18	Optimize
19	Report
20	Test and scale

50. Final Cheat Sheet — Formulas

Metric	Formula
CTR	$\text{Clicks} \div \text{Impressions} \times 100$
Avg. CPC	$\text{Cost} \div \text{Clicks}$
Conversion Rate	$\text{Conversions} \div \text{relevant interactions} \times 100$
CPA	$\text{Cost} \div \text{Conversions}$
ROAS	$\text{Conversion Value} \div \text{Ad Spend}$
CPL	$\text{Cost} \div \text{Leads}$
Profit (simple model)	$\text{Revenue} - \text{total costs}$

Warning: These formulas are simple learning formulas. Reporting platforms can use specific definitions, attribution models and counting settings. Always understand what the dashboard metric actually represents.

50. Keyword Sheet — Copyable Template

Keyword	Intent	Match	Campaign	Ad group	URL	Negative?	Status
_____	_____	Broad/Phrase/Exact	_____	_____	_____	Yes/No	_____
_____	_____	Broad/Phrase/Exact	_____	_____	_____	Yes/No	_____
_____	_____	Broad/Phrase/Exact	_____	_____	_____	Yes/No	_____
_____	_____	Broad/Phrase/Exact	_____	_____	_____	Yes/No	_____
_____	_____	Broad/Phrase/Exact	_____	_____	_____	Yes/No	_____
_____	_____	Broad/Phrase/Exact	_____	_____	_____	Yes/No	_____
_____	_____	Broad/Phrase/Exact	_____	_____	_____	Yes/No	_____

Tip: Create separate tabs for Keywords, Negative Keywords, Search Terms, Ads, Landing Pages and Performance.

50. Ad Copy Sheet — Copyable Template

Asset	Draft 1	Draft 2	Draft 3
Headline 1	_____	_____	_____
Headline 2	_____	_____	_____
Headline 3	_____	_____	_____
Headline 4	_____	_____	_____
Headline 5	_____	_____	_____
Description 1	_____	_____	_____
Description 2	_____	_____	_____
Description 3	_____	_____	_____
Description 4	_____	_____	_____

Copy checklist: Relevant keyword/theme • clear benefit • truthful proof • clear CTA • no unsupported guarantee • correct character limits • landing-page match.

Bonus: Senior Google Ads Manager Checklist

- ☐ I know the business goal before changing settings.
- ☐ I know what counts as a qualified conversion.
- ☐ I can explain keyword vs search term.
- ☐ I can explain broad, phrase and exact matching.
- ☐ I can build a negative keyword process.
- ☐ I can create tightly themed ad groups.
- ☐ I can write an RSA without making false claims.
- ☐ I understand landing-page relevance.
- ☐ I can explain Quality Score without treating it as the final KPI.
- ☐ I can explain CPC, CTR, CVR, CPA and ROAS.
- ☐ I can identify a tracking problem before blaming bidding.
- ☐ I can read a search terms report.
- ☐ I can explain why lead quality matters.
- ☐ I can build a basic lead-generation campaign.
- ☐ I can build a basic e-commerce campaign.
- ☐ I can discuss international targeting logically.
- ☐ I can report results in simple business language.
- ☐ I document changes and learn from tests.

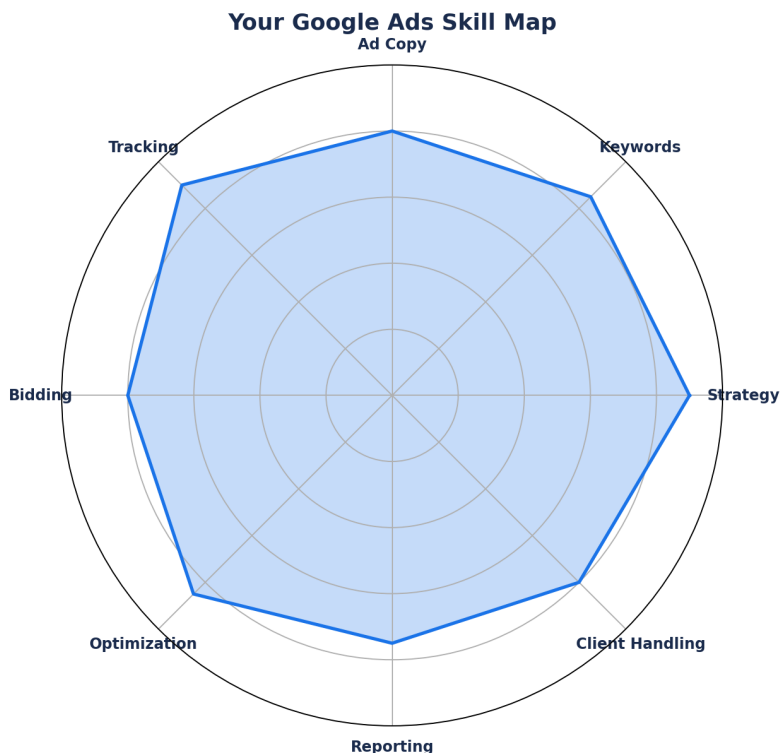
Official Reference Notes

This handbook is a learning guide, not a replacement for the Google Ads Help Center. Google Ads features and interfaces change, so learners should verify current settings before implementing a campaign.

Resource	Official URL
Google Ads keyword matching	https://support.google.com/google-ads/answer/14996023
Keyword matching options	https://support.google.com/google-ads/answer/7478529
Responsive Search Ads	https://support.google.com/google-ads/answer/7684791
Responsive Search Ads best practices	https://support.google.com/google-ads/answer/6167122
Create a Search campaign	https://support.google.com/google-ads/answer/9510373
Performance Max overview	https://support.google.com/google-ads/answer/10724817
Conversion measurement	https://support.google.com/google-ads/answer/1722022
Website conversion tracking	https://support.google.com/google-ads/answer/7521212
Negative keywords	https://support.google.com/google-ads/answer/16668865
Google Ads Help Center	https://support.google.com/google-ads/

Use these sources for: Current product behavior, campaign setup instructions, policy details, feature availability and interface changes.

Final Page — Your Google Ads Skill Map



You do not become a Google Ads manager by memorizing 100 terms. You become useful by connecting five things:

Skill	Question you should answer
Strategy	What business result are we trying to create?
Targeting	Which people/searches are relevant?
Messaging	Why should the person click this ad?
Experience	Does the landing page deliver what the ad promised?
Measurement	Did the click create a valuable action?

Then comes optimization: find the biggest bottleneck, make a controlled change, measure the result, and document what you learned.

LEARN → BUILD → LAUNCH → MEASURE → OPTIMIZE → REPEAT

Keep your explanations simple. Keep your technical thinking strong. That combination is what makes a good digital marketer.

End note: Always verify current Google Ads policies, features, limits and interface instructions before executing campaigns for a client.