



Ads Mastery Course



15 Days Practical Training



Course Overview

Run Profitable Google Ads Campaigns that Convert

In today's competitive digital world, **Google Ads (formerly Adwords)** is a powerful platform to drive targeted traffic and generate leads or sales. This **15-Day Google Ads Mastery Course** by SkillUpgrades will train you in creating high-converting ad campaigns from scratch — no prior experience required.

You'll learn the ins and outs of **Search Ads, Display Ads, YouTube Ads, Remarketing**, and more using real dashboards, real data, and proven ad strategies. Ideal for digital marketers, freelancers, and business owners looking to grow online.

What You'll Learn

- Google Ads account setup and dashboard overview
- Keyword research and audience targeting
- Creating Search Campaigns with high CTR
- Display Campaign setup with banners and visuals



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- YouTube Ads: In-stream, Discovery, and Shorts promotion
- Campaign structure: ad groups, match types, extensions
- Budgeting and bidding strategies (manual & smart bidding)
- Conversion tracking setup with Google Tag Manager
- Remarketing strategies and custom audiences
- Understanding ad policies and quality score
- A/B testing, ad optimization, and performance reports

Who Should Enroll

- Digital marketing beginners and interns
- Business owners and advertisers
- Freelancers offering paid marketing services
- Marketing executives looking to upskill
- E-commerce sellers or product promoters

Requirements



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- No prior ad experience needed
- Basic internet and computer skills
- Laptop/PC with Google account
- Willingness to manage and test campaigns

Course Modules – Google Ads Training (15 Days)

Module 1: Getting Started with Google Ads

- Introduction to Google Ads & campaign types
- Account setup and billing configuration
- Keyword research using Google Keyword Planner
- Search ad structure: headlines, descriptions, URLs
- Setting up your first Search campaign

Module 2: Display, YouTube, and Conversion Setup

- Creating Display campaigns with banners
- Creating YouTube Ads for awareness & leads



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- Targeting options: placement, interest, demographics
- Conversion tracking using Google Tag Manager
- Integrating Google Analytics for campaign insights

Module 3: Advanced Optimization & Reporting

- Remarketing to website visitors and YouTube viewers
- Budget allocation and smart bidding strategies
- A/B testing: ads, creatives, landing pages
- Quality Score improvement techniques
- Analyzing campaign reports & optimizing for ROI
- Final Mini Project: Launch & manage a live ad campaign

Requirements

- Hands-on campaign creation & optimization
- Real business campaign use cases
- Latest Google Ads 2025 strategies included
- Certificate of Completion
- Interview and freelancing guidance



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