



Master Search Engine

Marketing (SEM) & PPC



Drive Targeted Traffic & Increase Conversion



Course Overview

Build and Scale Paid Campaigns That Deliver Real Business Results

Want to master paid advertising on Google and get real ROI? This **SEM & PPC Mastery Course** by SkillUpgrades equips you with practical skills to drive **targeted traffic**, generate **quality leads**, and increase **conversions** through expert-level Google Ads and Pay-Per-Click strategies.

You'll get in-depth training on **Search Engine Marketing** campaigns across **Google Search, Display Network, YouTube, Shopping, and Performance Max** — plus learn how to track, test, and scale campaigns using tools like **Google Analytics** and **Tag Manager**.

What You'll Learn

- Advanced campaign structuring for Google Ads
- Keyword planning, match types, and intent-based targeting
- Creating Search campaigns with high CTR & low CPC
- Running Display campaigns with banner ads
- Launching & optimizing YouTube video ad campaigns



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- Smart bidding strategies: CPA, ROAS, Maximize Conversions
- Creating Shopping & Performance Max campaigns
- Dynamic search ads and ad extensions
- Conversion tracking setup using Google Tag Manager
- Audience segmentation, remarketing, and exclusions
- Using A/B testing to improve ad performance
- Analyzing campaign results, reports, and ROI metrics

Who Should Enroll

- Digital marketers looking to upskill in paid media
- Performance marketers & PPC professionals
- Freelancers handling Google Ads accounts
- Entrepreneurs aiming to boost online sales
- E-commerce marketers and agency owners



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Requirements

- Prior understanding of digital marketing basics
- Laptop/PC with browser & Google account
- Google Ads account access (can be provided)
- Strong analytical and learning mindset

Course Modules – SEM & PPC Training (45 Days)

Module 1: SEM & Campaign Fundamentals

- What is SEM & how PPC works
- Understanding Quality Score & Ad Rank
- Google Ads platform and campaign types
- Billing setup & campaign structures

Module 2: Search Campaign Mastery

- Keyword match types (Broad, Phrase, Exact)
- Ad copywriting & ad extensions



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- Landing page strategy & relevancy
- Negative keywords and search terms analysis
- Optimizing for CTR and QS

Module 3: Display & YouTube Ads

- Setting up Display Network campaigns
- Custom audiences, placements, and exclusions
- YouTube ad types: In-stream, bumper, discovery
- Video ad scripting & targeting strategies
- Bidding & budgeting options

Module 4: Advanced PPC Strategies

- Smart Bidding: CPA, ROAS, Maximize Conversions
- Shopping Ads and Product Feed optimization
- Performance Max campaign setup
- Conversion tracking: Goals, Tags, Pixels
- Remarketing setup and segmentation



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Module 5: Analytics, Scaling & Reporting

- A/B testing: Ads, creatives, landing pages
- Google Analytics 4 & Google Tag Manager integration
- Setting KPIs: CPA, CTR, ROAS, CPC, CPL
- Campaign dashboards and custom reports
- Client project case study & portfolio work

Course Highlights

- 100% hands-on practical campaign setup
- Covers all key Google Ads campaign formats
- Real-client projects and performance dashboards
- Certificate of Completion
- Placement and freelance project support
- Certificate of Completion
- Freelance, internship, and client-ready content portfolio



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