Google Ads Full Course

Welcome to **Google Ads** Course for Beginners to Advanced Lvl

1 - **Fundamentals**
2 - **Beginner**
3 - **Intermediate**
4 - **Advanced**
5 - **PBA internship**

This is **Google Ads** FULL course starting from beginner level to advanced. With the knowledge acquired after the end of this course, you will be able to work as a **Google Ads** specialist.

DM Fundamentals

Beginner

Day 1 – **Google Marketing Introduction**

Day 2 – **Google Account / Settings**

Day 3 – **Google Ads introduction /Search Network**

Day 4 – **Google Display Network**

Day 5 – **Google Keyword Match Types**

Day 6 – **Keyword Planner**

Day 7 - **Keyword Planner/ Search Volume, orecasts**

Day 8 – **Keyword Planner Tasks**

Day 9 – **Repetition**

Day 10 – **Google Ad Account introduction**

Day 11 – **Ad account Setting / Access & Security**

Day 12 – **Billing and Payments Structure**

Day 13 – **inked Accounts**

Day 14 – **Repetition**

Day 15 - **Exam**

Intermediate

Day 1 – **Campaign Objective**

Day 2 – **Bidding Option / Ad Group**

Day 3 – **Campaign Settings**

Day 4 – **Ad.Group / Search Ads**

Day 5 – **Ad / Search Ads**

Day 6 – **Ad Group/Ad – Display Campaign**

Day 7 – **Create Search Campaign**

Day 8 – **Create Display Campaign**

Day 9 – **Create Video Campaign**

Day 10 – **Repetition**

Day 11 – **Columns / Segment**

Day 12 – **Reports & Analyzing**

Day 13 – **Billing and Payments Structure**

Day 14 – **Reports By Topic, Keywords, Placements**

Day 15 - **Repetition**

Day 16 - **Exam**

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Advanced

Day 1 – **Introduction Measurement Tab**

Day 2 – **Conversion Setup**

Day 3 – **Settings | Attribution**

Day 4 – **Value Roles**

Day 5 – **Practice Working**

Day 6 – **Practice Working**

Day 7 – **Call Conversion Campaign**

Day 8 – **Data Source Import**

Day 9 – **Google Tag Introduction**

Day 10 – **Google Tag | Data Source**

Day 11 – **Rules**

Day 12 – **Rules**

Day 13 – **Script**

Day 14 - **Repetition**

Day 15 - **Exam**

PBA internship

Day 1 - Running Ads " Search Network Ads " " Traffic "

Day 2 - Running Ads " Search Network Ads " " Traffic "

Day 3 - Running Ads " Search Network Ads " " Call goal "

Day 4 - Running Ads " Search Network Ads " " Call goal "

Day 5 - Running Ads " Display network " " Traffic "

Day 6 - Running Ads " Display network " " Traffic "

Day 7 - Running Ads " Youtube Ads" " in Stream| Bumper Ads "

Day 8 - Running Ads " Youtube Ads" " in Stream| Bumper Ads "

Day 9 - Running Ads " Sales" " Web Conversion Ads"

Day 10 - Running Ads " Sales" " Web Conversion Ads"

Day 11 - Running Ads " Sales" " Call Conversion Ads"

Day 12 - Running Ads " Sales" " Call Conversion Ads"