

GOOGLE ADS PROFESSIONAL CERTIFICATION

Maximize Your Reach, Build Your
Career in Google Ads

Drive Targeted Traffic: Become a
Google Ads Expert with **DigiAM**...

We Build Quality & Trust



Ministry of Corporate Affairs &
An ISO Certified Organization

For More Information:

 www.digiam.in



Welcome

DigiAM is India's trusted digital marketing & IT training company, and DigiAM works in 3 domains: training, development & placement. DigiAM offers certifications in various fields, including Digital Marketing, e-Commerce Marketing, Python, Video Editing, Data Analytics, Data Science, Graphic Designing, Web Designing, Web Development and etc. DigiAM delivers training to students, Job Seekers, business professionals, and entrepreneurs.

DigiAM has 5 offices in India, and we have trained more than 2978+ trainees. Our program course is specially developed by a group of more than 50+ experts coming from the area of Digital Marketing and the IT sector. And our mission provides quality training, and we build quality & trust.

DigiAM is powered by DigiAM India Pvt. Ltd., established in early 2016, and delivers certified digital marketing & IT training in India.

Who We Are?

DigiAM is a venture of DigiAM India Pvt. Ltd. We provide Digital Marketing & IT Training to Students, Corporats, Professionals, Entrepreneurs and Job Seekers...

Our Mission

Our mission is to provide quality education with 100% practical training at an affordable fee.

We work with IT industry experts to design and develop standards that define the IT skills and capabilities required of today's professionals. Our certifications deliver the best current practice, theory, practical work with projects and applied skills in IT, and are recognized and respected across all industry sectors.

Gaining a certification from DigiAM will ensure you have the essential skills and knowledge needed to excel as an IT professional. Through a series of comprehensive, structured, you will know how to integrate key IT tactics and practices into your development and measure the success of your IT growth.





India's Most Certified Google Ads Pro
Program Delivered by **DigiAM**

2978+

**TRAINEES SUCCESS
STORIES**



Module 1

Introduction to Google Ads

- What is Google Ads?
- How Google Ads works (auction model, Quality Score)
- Benefits of using paid ads
- **Types of Google Ads campaigns:**
- Search
- Display
- Video (YouTube)
- Shopping
- App
- Performance Max
- Overview of Google Ads account structure: Account > Campaign > Ad Group > Ads

Module 2

Setting Up Your Google Ads Account

- Creating and configuring a Google Ads account
- Linking with Google Analytics and Google Tag Manager
- Setting up billing and location preferences
- Understanding the Google Ads dashboard

Module 3

Keyword Research & Planning

- Understanding keywords and search intent
- Match types: Broad, Phrase, Exact
- Using Google Keyword Planner
- Competitor research tools (SEMrush, Ubersuggest)
- Building keyword lists and negative keywords

Module 4

Creating Search Ad Campaigns

- Setting campaign goals (sales, leads, traffic)
- Targeting by location, language, and device
- Bidding strategies (manual CPC, enhanced CPC, maximize conversions, ROAS)
- **Writing effective ad copy:**
- Headlines, & Descriptions
- Call-to-actions
- Using ad extensions (sitelink, callout, call, location)



Module 5

Display and Remarketing Campaigns

- Introduction to Google Display Network
- Display ad formats and specs
- Creating custom audiences and affinity audiences
- Building remarketing audiences using Google Ads and Analytics
- Designing image and responsive display ads

Module 6

Video Advertising on YouTube

- Types of video ads (skippable, non-skippable, bumper, overlay)
- YouTube targeting options (topics, placements, interests)
- Creating a video campaign step-by-step
- Best practices for video ad creatives
- Tracking engagement and conversions on video ads

Module 7

Google Shopping Ads

- Introduction to Google Merchant Center
- Creating and optimizing product feeds
- Linking Google Merchant Center to Ads
- Setting up a Shopping campaign
- Tracking performance with conversion tracking

Module 8

Performance Max & Smart Campaigns

- What is Performance Max?
- Setting up a Performance Max campaign
- Asset group creation and ad placements
- Leveraging Smart Campaigns for local businesses
- Advantages and limitations of automation

Module 9

Conversion Tracking & Analytics

- Setting up conversion tracking in Google Ads
- Using Google Tag Manager to track form fills, button clicks, etc.
- Understanding attribution models
- Analyzing campaign performance in Google Analytics
- Using UTM parameters for better reporting



Module 10

Optimization & A/B Testing

- Identifying underperforming ads and keywords
- Ad testing (A/B copy tests, split testing audiences)
- Quality Score improvement tips
- Landing page optimization for higher conversions
- Using the "Recommendations" tab effectively

Module 11

Reporting & Scaling

- Creating custom reports and dashboards
- Setting up automated rules and alerts
- Budget allocation and scaling winning campaigns
- Monthly reporting best practices for clients
- Integrating with Data Studio for visual reports

Module 12

Build and Optimize a Live Campaign

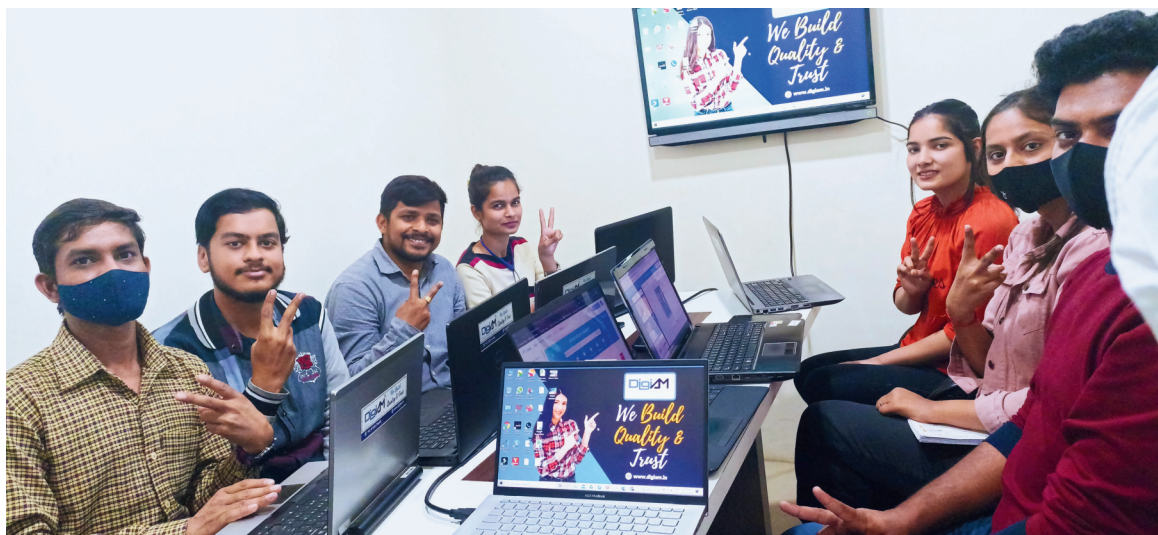
- Research and plan a campaign from scratch
- Build ads for search and display networks
- Implement conversion tracking
- Analyze results and present an optimization plan

Module 13

Google Ads Strategy & Tips

- Local service ads (for service-based businesses)
- Google Ads policies and compliance
- Common reasons for disapprovals and how to fix them
- Introduction to scripts and automation
- Freelancing and agency setup for Google Ads services

Our Achievements:



Our Achievements:



DigiAM Placement:



ANKITA SHARMA
(ELDECO GROUP)



CHITRA PANDEY
(BAJAJ FINSERV)



ANKIT DADHEECH
(VCOMMISSION)



SARFARAZ ALAM
(ROOTER)



SHERYA PODDAR
(VEHICAL CARE)



SUYASH SHARMA
(FREELANCER)



UTKARSHA DEVYANI
(FERNS N PETALS)



SHIDHARTH CHABRA
(BANK OF AMERICA)



AMAN DAGUR
(CREATION BIOTECH)



SHIVANI DEVAL
(THRIVING TECHNOLOGIES)



ARPIT SHUKLA
(SRMS)



JASVINDER SINGH
(SPORTS KEEDA)



YOGESH SARASWAT
(JK CEMENT)



ANUBHAV SAXENA
(PAVITRA MENTHA)



TRIBHUVAN BOHRA
(STAGE)



DEEPTI SHUKLA
(GUARDIAN LIFE)



ANKITA BHARDWAJ
(OK ACQUIRED)



DEEPIKA SHARMA
(LEGAL SALAH)



SHHADHAT HUSSAIN
(ACCENTURE)



SHAQIB MALIK
(E GLOBAL SOFT)



FAQ'S

- **In case I missed my session.**
You'll be able to cover your topics in upcoming batches or the next session at zero cost.
- **If I could not understand the topics.**
You can take an extra session or learn in upcoming batches.
- **Do you provide training material?**
Yes! We do provide training materials in soft copy through the application.
- **Do you offer customization of training?**
Yes, we do; we consider every single requirement of our trainees and then customize their training according to their needs.
- **Do you provide Courses & Training?**
Yes! We provide both Courses & Training, so you can join both modes of the program according to your needs.
- **If you are a working professional.**
Our batch timings are flexible. So you need not be worried about that. You can join us at your convenience.
- **What about placements?**
We provide 100% placement support.
- **How much salary can I expect?**
It depends on your training program and field. What you choose. But at a fresher level, you can get around 2.4 Lakh to 3.6 Lakh per annum.
- **Eligibility criteria for joining**
If you have a successful pass-out graduate & postgraduate with a technical degree in any discipline from a recognized college/university.

Boost Your Career Growth & Master Skills to Become an Expert in...



Smart Campaign
Strategies



Performance Tracking &
Insights



Automation &
Optimization Tools



ROI-Driven Reporting &
Decisions





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