



COURSE BROCHURE

Google Ads & PPC Course Training

Plan, launch and optimise Google Ads campaigns, from keywords and search ads to tracking and reporting.

2 months

DURATION

Live

ONLINE CLASSES

Rs 30,000

TOTAL FEE (OFFER)

Final

PORTFOLIO PROJECT

COURSE OVERVIEW

SODM's Google Ads & PPC Course Training is a 2-month practical program covering how pay-per-click works: keyword research, Search campaigns, bidding and budgets, landing pages, conversion tracking, Performance Max, remarketing and reporting.

You practise on realistic business scenarios throughout and finish with a complete campaign strategy for a business of your choice.

SKILLS YOU WILL BUILD

- ✓ Keyword research & match types
- ✓ Budgets, bidding & Quality Score
- ✓ Conversion tracking with GA4 & GTM
- ✓ Optimisation & Looker Studio reports
- ✓ Search campaign setup & responsive ads
- ✓ Landing-page audits
- ✓ Performance Max & e-commerce ads
- ✓ Final campaign strategy

TOOLS AND PLATFORMS

Google Ads

Keyword Planner

Google Analytics 4

Google Tag Manager

Merchant Center

Looker Studio

WhatsApp: 0331-144 2999

MODULE 01

Introduction to Google PPC Ads

Learn how pay-per-click works, how the Google Ads auction and Quality Score work and how to set up and navigate an account.

MODULE 02

Keyword Research & Strategy

Plan keywords, match types and negative keywords, including Urdu and Roman Urdu searches, using Google Keyword Planner.

MODULE 03

Google Search Campaigns

Build Search campaigns, ad groups and responsive search ads with extensions for a local or online business.

MODULE 04

Bidding, Budgeting & Landing Pages

Choose bidding strategies, set budgets and audit landing pages so clicks turn into leads and sales.

MODULE 05

Conversion Tracking & Analytics

Track leads, calls and purchases with conversion actions, Google Analytics 4 and Google Tag Manager.

MODULE 06

Advanced Campaign Types

Plan Performance Max, Display, YouTube, Demand Gen and Shopping campaigns with Merchant Center basics, plus remarketing.

MODULE 07

Optimization & Reporting

Optimise campaigns using search terms, bids and ad tests, and build client-ready reports in Looker Studio.

MODULE 08

Final Project

Bring keywords, campaigns, budget, tracking and optimisation together in one complete campaign strategy and present it.

Your Final PPC Strategy

Combine keywords, campaigns, budget, tracking and optimisation into one complete campaign strategy and present it.

- ✓ Keyword list for a business
- ✓ Google Search campaign for a local service business
- ✓ Campaign budget and landing-page audit
- ✓ Conversion measurement plan
- ✓ Campaign strategy for an online store
- ✓ Optimization report
- ✓ Complete campaign strategy

Keyword strategy

Match types, negatives and Urdu / Roman Urdu keyword research.

Tracking & reporting

Conversions, GA4, Tag Manager and Looker Studio.

Beyond Search

Display, Performance Max, YouTube, Demand Gen and Merchant Center basics.

Final project

One complete campaign strategy that combines everything you learn.

Who should join

- ✓ Students and fresh graduates
- ✓ Beginners who want paid-ads skills
- ✓ Business owners running their own ads
- ✓ Freelancers adding PPC services
- ✓ Marketers moving into paid search

Format

- ✓ Live instructor-led classes on Google Meet
- ✓ Recorded sessions for revision
- ✓ Hands-on practical tasks
- ✓ Certificate of completion

Course fee

LIMITED-TIME: 20% OFF THE COURSE FEE

Confirm offer validity and batch dates on WhatsApp.

ONE-TIME PAYMENT

~~Rs 37,500~~ **Rs 30,000**

one payment for the full 2 months. No monthly or enrolment fee.

How to enrol: message us on WhatsApp 0331-144 2999 with the course name. We confirm the next batch date and seat availability.
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We do not guarantee jobs, income or rankings. Outcomes depend on your effort and the market.