

LEARNING

# BLACKBOX



# GOOGLE ADS MASTERY



- 1 months

**NEXT-GEN AI-POWERED**

Blackbox Learning is a next generation tech academy in Kerala, building future ready professionals in AI, Development, and Digital Growth.

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## COURSE INTRODUCTION

This course is designed to help graphic designers integrate AI into their creative workflow in a practical and meaningful way. It focuses on how to accelerate ideation, generate high-quality visuals, create motion and video content, enhance audio and voice elements, and streamline editing and production processes. Rather than replacing design fundamentals, the course builds on them—showing how AI can support concept development, improve efficiency, and expand creative possibilities across branding, social content, and digital media. By the end, participants will have a clear understanding of how to incorporate AI into their day-to-day work, enabling them to deliver faster, explore more variations, and stay competitive in an evolving design landscape.

### **Advanced Google Ads & AI-Powered Advertising Program Latest Industry-Level Syllabus**

After this course, you will be able to work as:

- Google Ads Specialist
- Performance Marketer
- PPC Analyst
- Media Buyer
- Conversion Rate Optimization Specialist
- Search Engine Marketing (SEM) Expert
- Lead Generation Specialist
- E-commerce Ads Specialist
- YouTube Ads Strategist
- Google Ads Freelancer
- Performance Marketing Team Lead



## MODULE 1 – Introduction to Digital Advertising

### Overview of Digital Marketing

- What is Digital Marketing
- Types of Digital Marketing
- Paid Marketing vs Organic Marketing
- Introduction to Performance Marketing
- Customer Journey in Digital Advertising
- Marketing Funnel Explained
- CPC, CPM, CPA, ROAS, ROI

### Search Engine Advertising Basics

- What is Google Ads
- How Google Ads Works
- Google Ads Auction System
- Ad Rank & Quality Score
- Understanding Search Intent
- Keyword Match Types
- User Buying Behavior

## MODULE 2 – Google Ads Account Setup

### Google Ads Account Creation

- Creating Google Ads Account
- Billing Setup
- Account Structure
- MCC Account Overview
- Campaign Hierarchy

### Campaign Types

- Search Campaign
- Display Campaign
- Video Campaign
- Shopping Campaign
- Performance Max Campaign
- App Promotion Campaign
- Demand Gen Campaign

## MODULE 3 – Keyword Research Mastery

### Keyword Research

- What is a Keyword
- Seed Keywords
- Short Tail Keywords
- Long Tail Keywords
- Commercial Intent Keywords
- Transactional Keywords
- Local Keywords
- Competitor Keyword Research

### Keyword Research Tools

- Google Keyword Planner
- SEMrush
- Ahrefs
- Ubersuggest
- Google Trends

### Negative Keywords

- What are Negative Keywords
- How to Reduce Wasted Spend
- Search Terms Analysis

## MODULE 4 – Search Ads Mastery

### Search Campaign Setup

- Campaign Objective Selection
- Campaign Structure
- Ad Groups
- Bidding Strategy Selection
- Budget Planning

### Search Ad Creation

- Responsive Search Ads
- Writing High CTR Headlines
- Writing Converting Descriptions
- Call-to-Action Techniques
- Emotional Copywriting
- Ad Extensions

### Ad Extensions

- Sitelink Extension
- Call Extension
- Location Extension
- Structured Snippet
- Price Extension
- Promotion Extension

## MODULE 5 – Display Advertising

### Google Display Network

- What is GDN
- Audience Targeting
- Topic Targeting
- Placement Targeting
- Remarketing Display Ads

### Banner Design Strategy

- Banner Sizes
- Canva for Display Ads
- High CTR Design Techniques
- Visual Psychology in Ads

## MODULE 6 – YouTube Ads Mastery

### YouTube Advertising

- Types of YouTube Ads
- Skippable Ads
- Non-Skippable Ads
- In-feed Video Ads
- Shorts Ads

### Video Ad Strategy

- Hook Creation
- Storytelling Framework
- CTA Placement
- Script Writing
- AI Video Ad Creation

## MODULE 7 – Performance Max Campaigns

### PMax Deep Dive

- What is Performance Max
- Asset Groups
- Audience Signals
- AI Optimization
- Shopping Feed Integration

### Scaling with PMax

- ROAS Scaling
- Creative Testing
- Asset Optimization
- Budget Allocation

## MODULE 8 – Shopping Ads & E-commerce Marketing

### Google Merchant Center

- Merchant Center Setup
- Product Feed Optimization
- Feed Errors
- Product Titles Optimization

### E-commerce Ads

- Shopping Campaign Setup
- Dynamic Remarketing
- E-commerce Tracking
- ROAS Optimization



## MODULE 9 – Conversion Tracking & Analytics

### Google Analytics 4 (GA4)

- GA4 Setup
- Events
- Conversions
- Attribution Models

### Google Tag Manager

- GTM Setup
- Event Tracking
- Form Tracking
- Button Click Tracking
- Enhanced Conversions

### Conversion Tracking

- Lead Tracking
- Purchase Tracking
- Call Tracking
- WhatsApp Conversion Tracking

## MODULE 10 – Audience Targeting & Remarketing

### Audience Types

- Custom Audiences
- In-Market Audiences
- Affinity Audiences
- Demographic Targeting

### Remarketing

- Website Remarketing
- YouTube Remarketing
- Dynamic Remarketing
- Customer Match

## MODULE 11 – AI & Automation in Google Ads

### AI in Advertising

- AI Bidding Strategies
- Smart Bidding
- Predictive Targeting
- AI Creative Optimization

### Google Ads Automation

- Automated Rules
- Scripts Introduction
- AI Copywriting Tools
- AI Landing Page Optimization

### AI Tools Covered

- ChatGPT
- Gemini
- Canva AI
- AdCreative.ai
- Copy.ai

## MODULE 12 – Landing Page Optimization (CRO)

### Conversion Rate Optimization

- What is CRO
- Landing Page Structure
- Hero Section Optimization
- CTA Placement
- Mobile Optimization
- Heatmap Analysis

### High-Converting Landing Pages

- Trust Signals
- Form Optimization
- Page Speed Optimization
- A/B Testing

## MODULE 13 – Advanced Optimization Strategies

- Campaign Optimization
- Bid Optimization
- Budget Scaling
- Quality Score Improvement
- CTR Optimization
- CPC Reduction Strategy
- Advanced Strategies
- Competitor Analysis
- Ad Scheduling
- Geo Targeting
- Device Optimization
- Lifetime Value Optimization

## MODULE 14 – Reporting & Client Management

- Reporting
- Google Ads Dashboard
- Looker Studio Reporting
- KPI Analysis
- ROI Reporting
- Client Communication
- Audit Presentation
- Strategy Presentation
- Monthly Reporting
- Proposal Preparation

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