

GOOGLE ADS MASTERY



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GOOGLE ADS MASTERY PREMIUM EDITION (2025)

GOOGLE ADS EBOOK

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CHAPTER 1 — INTRODUCTION TO GOOGLE ADS

Google Ads is Google’s paid advertising platform that allows businesses to show ads across the Google ecosystem — Search, Display Network, YouTube, Gmail, Discover, Maps, and more. Ads appear exactly when users are searching for products, services, or information, making Google Ads the most powerful “intent-based” advertising platform ever created.

★ Why Google Ads Is the #1 Paid Marketing Channel

- **High Intent Audience:** Users actively search for solutions → higher conversion rates.
- **Flexible Budget Control:** Start with ₹200/day, scale to lakhs.
- **Full Analytics:** Every click, conversion, and keyword is measurable.
- **Fast Lead Generation:** Compared to SEO, results start immediately.
- **Multiple Campaign Types:** From Search to YouTube to Performance Max.
- **Perfect for Freelancers:** Google Ads experts in Delhi charge between ₹15,000–₹80,000 per project.

★ Google Ads Ecosystem Overview

Google Ads includes:

1. **Search Network Ads** (Text ads in Google Search)
2. **Display Network Ads** (Banner ads on 20 lakh+ partner sites)
3. **YouTube/Video Ads**
4. **App Install Campaigns**
5. **Smart Campaigns**
6. **Performance Max (PMax)** — Google's AI-powered campaign
7. **Shopping Ads (for eCommerce)**

★ Why Google Ads Skill Is High-Income

India's demand for Google Ads experts is rising rapidly due to:

- Growing number of startups in Delhi & NCR
- Increasing competition for leads
- Digital shift after Covid
- Brands needing PPC professionals
- Freelancing becoming the new career path

A certified Google Ads expert easily earns:

- **Freelancing:** ₹25,000 to ₹2,00,000 per month
- **Full-time Jobs:** ₹30,000 to ₹1.5 lakh+
- **Own Agency:** Unlimited earning potential

CHAPTER 2 — WHAT IS GOOGLE ADS & HOW IT WORKS

(Deep Explanation)

Google Ads works on a concept called the **Auction System**. Every time someone searches for a keyword, Google runs an instant auction between advertisers.

★ Key Components of Google Ads

1. **Keywords** → What users search
2. **Ads** → Your message
3. **Bids** → How much you're willing to pay
4. **Quality Score** → Relevancy score by Google
5. **Ad Rank** → Determines your ad position

6. **Landing Page** → Where users land after clicking

★ **How Ads Are Ranked: Ad Rank Formula**

Ad Rank = Bid × Quality Score × Expected Impact of Ad Extensions

Quality Score Factors

1. **Expected CTR** → Click-through rate
2. **Ad Relevance**
3. **Landing Page Experience**

If your Quality Score is high, Google rewards you with:

- Cheaper cost per click
- Better ad positions
- Higher impression share

★ **Example (Delhi Search Market)**

Search keyword: *“Digital marketing course in Delhi”*

10+ institutes bid on this keyword. Google ranks them based on:

- Their ad quality
- Their landing page
- Their bidding strategy

Even if you bid less, you can outrank competitors with a strong Quality Score.

CHAPTER 3 — ACCOUNT STRUCTURE: CAMPAIGN → AD GROUP → ADS

A perfect Google Ads setup follows a 3-level structure:

Level 1 — Campaign

Defines:

- Budget
- Location targeting
- Ad schedule
- Bidding strategy

- Networks

Examples of campaigns:

- Search Campaign for Lead Generation
- Display Remarketing Campaign
- Video Awareness Campaign

Level 2 — Ad Groups

Ad groups contain keywords & ads related to a single theme.

Example:

Campaign: Digital Marketing Services

Ad Groups:

- Google Ads Services
- SEO Services
- Facebook Ads Services

Level 3 — Ads

Each ad group must include:

- Minimum 3 responsive search ads
- Ad extensions
- Final URLs

★ Why Structure Matters

A poor structure:

- Wastes budget
- Lowers ad relevance
- Reduces CTR
- Increases CPC

A strong structure increases conversion rates by **30–60%**.

CHAPTER 4 — KEYWORD RESEARCH: THE COMPLETE GUIDE

Keyword research determines your entire campaign's success.

★ Types of Keywords

1. **High-Intent Keywords (Best for Leads)**

Examples:

- “Google Ads expert in Delhi”
- “Digital marketing freelancer Delhi”
- “SEO teacher online”

2. **Medium-Intent Keywords**

- “Google Ads training”
- “What is PPC”

3. **Low-Intent Keywords**

- “Free marketing tutorials”

★ Match Types

1. **Exact Match** → [digital marketing expert]
Tight control; best for lead generation
2. **Phrase Match** → “digital marketing expert”
Moderate control
3. **Broad Match** → digital marketing expert
Google AI decides related searches

★ Tools for Keyword Research (Free + Paid)

- Google Keyword Planner
- Ahrefs
- SEMrush
- Ubersuggest
- Google Trends
- AnswerThePublic
- ChatGPT for ideas

★ Delhi Market Example

For “Google Ads Expert”, high-intent keywords include:

- Google Ads expert in Delhi
- Freelance Google Ads expert Delhi
- Google Ads consultant near me
- PPC expert Delhi NCR

CHAPTER 5 — SEARCH CAMPAIGNS: STEP-BY-STEP SETUP

★ Step 1 — Choose campaign objective:

- Leads
- Website traffic
- Sales
- Local store visits

★ Step 2 — Choose bidding:

- Maximize clicks
- Maximize conversions
- Target CPA
- Target ROAS

★ Step 3 — Add keywords using match types

Start with:

- 60% Exact
- 40% Phrase

Avoid Broad match initially.

★ Step 4 — Write high-performance ads

Include:

- CTA
- Keywords
- Benefits
- Offer
- Trust signals

★ Step 5 — Connect conversions

Without conversion tracking, optimization is impossible.

CHAPTER 6 — AD COPYWRITING FORMULAS THAT WORK

★ Formula 1 — Problem → Solution → CTA

“Struggling with Google Ads?
Hire Delhi’s Google Ads Expert.
Book Free Consultation.”

★ Formula 2 — Offer-Driven

“Get 2X Leads with Expert Google Ads
6+ Years Experience
Free Audit & Setup Call”

★ Formula 3 — Benefit Focused

“Grow Sales Faster with Targeted PPC
Lower CPC, Higher ROI
Talk to a Google Ads Specialist”

★ Where to Use

- Search Ads
- Display Ads
- YouTube scripts
- Landing pages

CHAPTER 7 — AD EXTENSIONS (IMPORTANT FOR AD RANK)

Extensions improve visibility and CTR.

★ Must-Use Extensions

- Sitelink
- Callout
- Call
- Structured snippets
- Location
- Price extensions (if applicable)

Google considers extensions in Ad Rank, so using them reduces CPC.

CHAPTER 8 — DISPLAY CAMPAIGNS (COMPLETE GUIDE)

★ Benefits

- Cheapest CPC
- Massive reach
- Brand visibility
- Great for remarketing

★ Placements

- Websites
- Apps
- YouTube
- Gmail

★ Smart Tips

- Avoid mobile gaming apps
- Use a whitelist for high-quality sites
- Use custom audiences

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Types of YouTube ads:

- Skippable in-stream
- Non-skippable
- Bumper
- Discovery
- Outstream

★ YouTube Script Formula

1. Hook (first 5 seconds)
2. Problem
3. Solution
4. Social Proof
5. CTA

CHAPTER 10 — PERFORMANCE MAX (ADVANCED)

PMax uses Google AI to reach users across:

- Search
- Display
- YouTube
- Discover
- Maps
- Gmail

★ Requirements

- Assets
- Keywords (via signals)
- Conversion tracking
- Good budget

★ When to Use

- Lead generation
- E-commerce
- Scaling campaigns

CHAPTER 11 — AUDIENCES & TARGETING (PRO LEVEL)

★ Types of Audiences

- In-market
- Affinity
- Custom intent
- Remarketing
- Customer list

★ Delhi Example

Target users searching for:

- “Digital marketing institute Delhi”
- “Google Ads freelancer India”

CHAPTER 12 — CONVERSION TRACKING (VERY IMPORTANT)

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- Calls
- Form fills
- WhatsApp clicks
- Purchases
- Add to cart
- Lead submissions

★ Tools

- Google Tag Manager
- GA4

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★ Checklist

- Above-the-fold CTA
- Clear headline
- Benefit-driven content
- Mobile optimized
- Fast loading
- Trust badges
- WhatsApp button

★ Delhi Example

For “Google Ads Expert in Delhi”:

- Show local trust signals
- Add Delhi clients
- Add case studies

CHAPTER 14 — OPTIMIZATION FRAMEWORKS

★ Weekly Optimization

- Search terms
- Negative keywords
- Bids
- Ad performance
- Conversions

★ 80/20 Rule

80% results come from 20% keywords.

CHAPTER 15 — SCALING GOOGLE ADS

Ways to scale:

- Increase budget
- Duplicate winning campaigns
- Add new keywords
- Add new locations
- Add remarketing funnels
- Add PMax

CHAPTER 16 — FREELANCING GUIDE (DELHI + INDIA FOCUSED)

★ How to Start Freelancing

- Create profile on Upwork, Fiverr, Naukri, Indeed
- Build portfolio
- Start with 2–3 case studies
- Offer free audits to get clients

★ Pricing Guide (India)

- Setup: ₹5,000–₹20,000
- Monthly management: ₹10,000–₹75,000
- High-end projects: ₹1 lakh+

CHAPTER 17 — CASE STUDIES

★ Example Case Study (Realistic Modeling)

Business: Digital Marketing Institute Delhi

Result:

- Reduced CPC: ₹22 → ₹8
- Increased conversions by 240%
- Leads generated: 1,200+

CHAPTER 18 — CHECKLISTS, TEMPLATES & RESOURCES

You get:

- Keyword research checklist
- Campaign setup checklist
- Ad copy templates
- Negative keyword list
- Landing page layout template
- Freelancing proposal sample

CHAPTER 19 — GOOGLE ADS BID STRATEGY MASTERCLASS

Choosing the right bid strategy is the difference between profitable campaigns and wasted budget. Google offers multiple bidding methods depending on your goals.

★ 19.1 Overview of All Bidding Strategies

Bid Strategy	Best For	Pros	Cons
Maximize Clicks	Traffic	Fast results	Not quality-focused

Maximize Conversions	Leads	Google AI optimizes	Needs conversion tracking
Target CPA	Lead Cost Control	Strong for lead gen	Needs historical data
Target ROAS	E-commerce	Revenue-driven	Requires accurate conversion value
Manual CPC	Testing	Full control	Time-consuming
Enhanced CPC (ECPC)	Semi-automation	Improves manual CPC	Limited learni

19.2 Visual Diagram: How Bidding Works



19.3 India-Specific Strategy Tips

- For Delhi lead-gen campaigns → **Target CPA works best**
- For tutors, courses, consultants → start with **Maximize Conversions**
- For e-commerce → **Target ROAS with PMax**
- For small local businesses → use **Maximize Clicks (initial testing)**

CHAPTER 20 — NEGATIVE KEYWORDS (THE HIDDEN SECRET TO ROI)

Negative keywords prevent your ads from showing for the wrong traffic.

★ 20.1 Why Negative Keywords Are Critical

Without negatives, Google may show your ads for:

- Jobs
- Free courses
- Irrelevant services
- Tutorials
- Competitors

This wastes 40–60% of budget.

20.2 Example Negative Keyword Table (Delhi Market)

Category	Negative Keywords
Jobs	job, hiring, career, internship
Free	free, trial, demo, sample
Students	notes, syllabus, question paper
Wrong Intent	cheap, low price, discount
Competitors	brand names you don't want

20.3 Diagram: How Negative Keywords Filter Traffic



CHAPTER 21 — GOOGLE ADS QUALITY SCORE DEEP DIVE

Quality Score (1–10) impacts your:

- CPC
- Ad rank
- Impression share
- Cost per lead

★ 21.1 Quality Score Components

Component	Weight
Expected CTR	40%
Ad Relevance	30%
Landing Page Experience	30%

21.3 Diagram

High QS = Low CPC = More Clicks = More Leads = Higher ROI

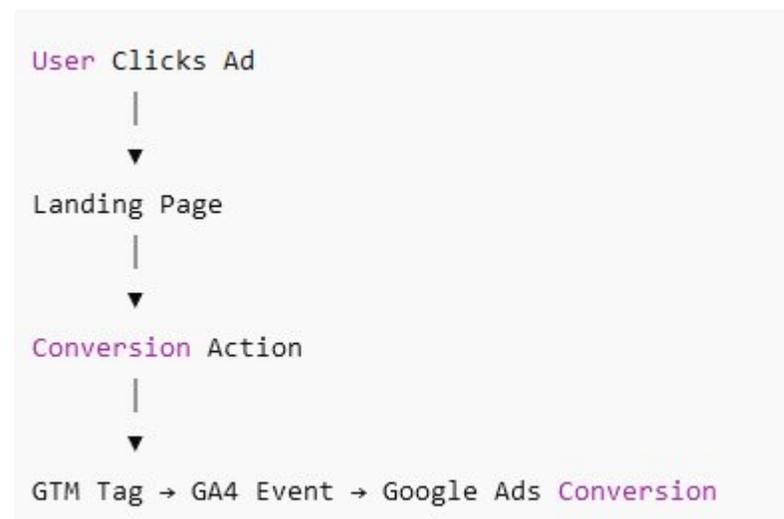
CHAPTER 22 — GOOGLE TAG MANAGER + GA4 TRACKING (SIMPLIFIED)

Tracking allows Google to optimize your campaigns.

★ 22.1 Key Conversions to Track

Conversion	Why It Matters
Form Submit	Main lead action
Call Click	High intent
WhatsApp Click	Used heavily in India
Purchase	E-commerce
Add to Cart	Funnel optimization

22.2 Visual: Tracking Pathway



CHAPTER 23 — A/B TESTING FRAMEWORK (WITH TEMPLATES)

A/B testing ensures continuous improvement.

23.1 What to Test

- Headlines
- Descriptions
- CTAs
- Landing pages
- Keywords
- Extensions

23.2 A/B Test Table Template

Test ID	Variable	Version A	Version B	Winner
A1	Headline	"Google Ads Expert Delhi"	"Delhi Google Ads Specialist"	B

23.3 Visual: A/B Testing Cycle

Create Test → Run 2 Weeks → Analyze → Keep Winner → Create New Test

CHAPTER 24 — GOOGLE DISPLAY NETWORK

24.1 Types of Display Targeting

Type	Use Case
Placements	Target specific websites
Topics	Websites related to topic
Keywords	Contextual ads
Custom Intent	Audience built from search keywords
Remarketing	Past website visitors

24.2 Diagram: Display Funnel



24.3 Example: Delhi Campaign

- Target placements on **IndiaToday**, **Times of India**, **Careers360**, **Shiksha**, etc.
- Show banner ads for “Google Ads Expert Delhi”.

CHAPTER 25 — YOUTUBE PERFORMANCE FRAMEWORK

★ 25.1 The 5-Second Hook Formula

1. Call out the audience

2. Identify the problem
3. Present the benefit
4. Build authority
5. Give CTA

Example script:

“Running Google Ads but not getting leads in Delhi?
I’m Kashif, Google Ads Expert with 6+ years experience — let me fix your campaigns.”

★ 25.2 Table: YouTube Ad Types

Type	Skippable	Best For
Skippable In-Stream	Yes	Lead gen
Non-Skippable	No	Branding
Bumper	No (6 sec)	Retargeting
Discovery	Yes	Awareness

CHAPTER 26 — REMARKETING (HIGH ROI)

Remarketing brings back people who visited your site but didn't convert

26.1 Diagram: Remarketing Flow



26.2 Examples of Remarketing Lists

List	Criteria
7-Day Visitors	Very hot audience
30-Day Visitors	Warm audience
Form Page Visitors	High intent
WhatsApp Clickers	Very high intent

CHAPTER 27 — PERFORMANCE MAX ADVANCED AI STRATEGIES

27.1 Asset Groups Structure

Asset Group	Target	Signal
Lead Gen	Services	High-intent keywords
Retargeting	Site visitors	Custom segment
Competitors	Competitor brands	Competitor keywords

27.2 Diagram: PMax AI Learning

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Week 3-4 → Optimization
Week 5+ → Scaling Phase

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28.1 Best Strategies

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- Call extensions
- Call-only ads
- Local service extensions

28.2 Example: “AC Service in Lajpat Nagar”

Keyword group:

- ac repair lajpat nagar
- ac servicing near me
- ac technician Delhi

CHAPTER 29 — GOOGLE ADS FOR LEAD GENERATION (SERVICES INDUSTRY)

Industries like:

- Coaching
- Real estate
- Healthcare
- Home services
- Lawyers
- Consultants

All benefit from Search + PMax combo.

CHAPTER 30 — GOOGLE ADS FOR E-COMMERCE

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- High-quality product feed
- Accurate pricing
- Category mapping
- Conversion value tracking

★ 30.2 Diagram: E-commerce Funnel



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- ChatGPT prompts
- Google Ads recommendations
- Smart bidding
- Automated rules

31.2 Example Automation Rules

Rule	Action
CPL > ₹300	Pause keyword
CTR < 2%	Replace ad
CPA < target	Increase budget 20%

CHAPTER 32 — GOOGLE ADS BUDGETING & SPENDING FRAMEWORK

Managing budget is one of the most important skills in Google Ads.

★ 32.1 How Google Uses Your Budget

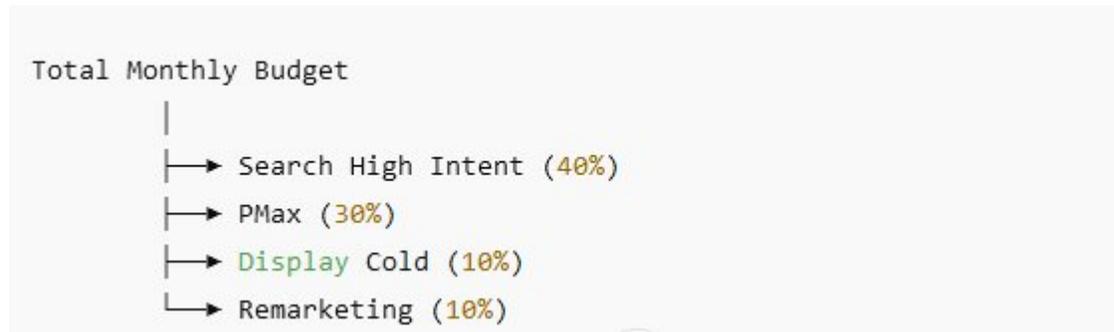
Google spends your budget based on:

- Auction fluctuations
- Competition level
- Keyword intent
- Time of day
- Location demand
- Device performance

32.2 Budget Allocation Table

Campaign Type	Recommended Budget %
Search - High Intent	40%
Search - Medium Intent	10%
Performance Max	30%
Display (Cold)	10%
Remarketing	10%

32.3 Visual: Smart Budget Allocation Framework



32.4 Delhi Example

For a business in South Delhi:

Budget = ₹50,000/month

Spend like this:

- Search: ₹20,000
- PMax: ₹15,000
- Display: ₹5,000
- Remarketing: ₹5,000
- Brand campaign: ₹5,000

CHAPTER 33 — GOOGLE ADS LANDING PAGE FRAMEWORK (ADVANCED)

A landing page converts clicks into leads.

33.1 The 7-Section High-Converting Landing Page

1. **Hero Section**
 - Headline
 - Subheadline
 - CTA buttons
 - Trust badges
2. **Value Proposition**
3. **Benefits Section**

4. **Features Section**
5. **Social Proof**
 - Reviews
 - Case studies
 - Testimonials
6. **Pricing / Packages**
7. **Final CTA + WhatsApp**

33.2 Landing Page Wireframe (Visual)

HEADLINE: Google Ads Expert in Delhi
SUBHEADLINE: Generate 2X More Leads in 30 Days
[Call Now] [WhatsApp]

BENEFITS:

- ✓ Lower CPC
 - ✓ More Conversions
 - ✓ Free PPC Audit
-

SOCIAL PROOF:

★★★★★ 4.9 Google Rating
Case Study: 170% Lead Growth for Delhi Institute

CTA SECTION:

Book Consultation → WhatsApp

CHAPTER 34 — GOOGLE ADS TROUBLESHOOTING (FULL GUIDE)

When campaigns don't perform, follow this structured approach.

34.1 Troubleshooting Table

Problem	Cause	Solution
Low impressions	Low bids, low QS	Increase bids, improve ads
High CPC	High competition	Add negatives, improve QS
Low conversions	Bad landing page	Improve copy, speed, CTA
High CPA	Wrong audience	Add negatives, change match types
Zero conversions	Tracking issue	Fix GA4 + GTM

34.2 Workflow: Troubleshooting Decision Tree

```
Is the problem CTR? → Fix Ads → Test headlines
|
Is the problem CPC? → Improve QS → Add negatives
|
Is the problem CPA? → Fix landing page → Change bidding
```

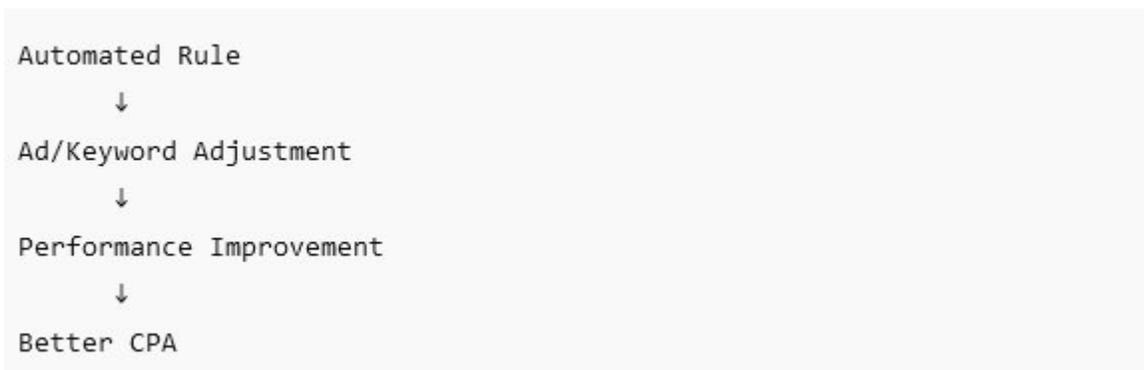
CHAPTER 35 — SMART AUTOMATION (GOOGLE ADS + RULES)

Automation reduces manual effort.

35.1 Useful Automated Rules

Rule	Trigger	Action
CPC too high	CPC > ₹40	Lower bid
CPA too high	CPA > ₹300	Pause keyword
Low CTR	CTR < 2%	Replace ad
Good CPL	CPA < ₹100	Increase budget by 20%

35.2 Visual: Automation Loop



CHAPTER 36 — MULTI-CAMPAIGN FUNNEL STRATEGY (ADVANCED)

You cannot rely on only one campaign. Successful advertisers use funnels.

36.1 3-Level Funnel System

LEVEL 1 — COLD TRAFFIC

- Display
- YouTube
- Search Broad

LEVEL 2 — WARM TRAFFIC

- Remarketing

- PMax
- Competitor keywords

LEVEL 3 — HOT TRAFFIC

- Exact keywords
- Brand campaign
- Strong CTA landing pages

36.2 Visual: Funnel System



CHAPTER 37 — GOOGLE ADS FOR B2B (INDIA-FOCUSED)

B2B marketing requires a different strategy.

37.1 What Works Best for B2B

- Search campaigns
- Custom intent audiences
- Retargeting
- High-value landing pages

37.2 Table: B2B vs B2C Targeting

Parameter	B2B	B2C
Buying Cycle	Longer	Short
Keywords	Low volume	High volume
Buying Intent	High	Medium
Best Campaign	Search	Search + Display + Video

CHAPTER 38 — GOOGLE ADS FOR YOUTUBE INFLUENCERS

YouTube creators can get more views with ads.

38.1 Campaign Types for Influencers

- Video discovery (best for subscribers)
- Skippable in-stream
- Bumper ads (branding)

38.2 Workflow: Growing YouTube With Ads

Target interested audience → Show video → Build retargeting list → Promote next videos

CHAPTER 39 — ADVANCED NEGATIVE STRATEGIES (DEEP DIVE)

★ 39.1 Negative Keyword Layers

Layer 1 — Search Term Negatives

Filter irrelevant searches.

Layer 2 — Ad Group Level Negatives

Control theme separation.

Layer 3 — Campaign Level Negatives

Block unwanted categories.

Layer 4 — Negative Placements

Block apps and low-quality GDN sites.

39.2 Visual: Multi-Layer Negative Shield



CHAPTER 40 — COMPETITOR ANALYSIS PLAYBOOK

40.1 Tools

- SEMrush
- Ahrefs
- SpyFu
- Google Ads Transparency Center

40.2 Table: Competitor Breakdown

Competitor	Keywords	USP	Weakness
Competitor A	Google Ads training	Offline classes	No online focus
Competitor B	PPC services	Cheap pricing	No case studies

40.3 Visual: Competitor Strategy Loop

Analyze Competitors → Find gaps → Create better offer → Win market share

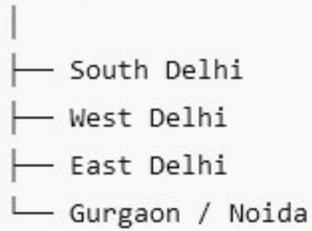
CHAPTER 41 — MULTIPLE LOCATION TARGETING (DELHI EXAMPLES)

41.1 Best Areas for PPC in Delhi

Area	Reason
South Delhi	High-income group
Dwarka	Service demand
Rohini	Student population
Laxmi Nagar	Coaching hub
Saket	Professionals

41.2 Visual: Location Targeting Strategy

Delhi NCR



CHAPTER 42 — WHATSAPP-BASED PPC STRATEGY (INDIA-SPECIFIC)

India converts best on WhatsApp.

42.1 Why WhatsApp Works

- 95% smartphone users
- Instant response
- Low friction
- High trust
- No technical knowledge required

Ad Click → Landing Page → WhatsApp Click → Chat → Lead Conversion

CHAPTER 43 — AGENCY-LEVEL GOOGLE ADS REPORTING

43.1 Must-Have Report Sections

Section	Purpose
Overview	Client snapshot
Conversions	Performance
Keywords	Intent analysis
Search Terms	Negative list
Recommendations	Future action

43.2 Visual: Monthly Reporting Cycle

Collect Data → Analyze → Insights → Recommendations → Implement

43.1 Must-Have Report Sections

Section	Purpose
Overview	Client snapshot
Conversions	Performance
Keywords	Intent analysis
Search Terms	Negative list
Recommendations	Future action

Kashif Rehman is a Google Ads Expert, SEO specialist, and Digital Marketing Trainer with 6+ years of experience helping businesses across Delhi, India, and worldwide. He teaches students and professionals through:

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