SKILL PROGRAM BY TECH ARCH SOFTWARES

MASTER Google Ads WITH AI — by Avsar Digital

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What You Will Learn – Basic Fundamentals

- How Google Ads works
- Types of ads (Search, Display, Video, etc.)
- How to find the right keywords
- How to write ads
- How to set budget
- How to target the right audience
- How to track results
- Practical live setup

What You Will Learn – Google Ads with AI

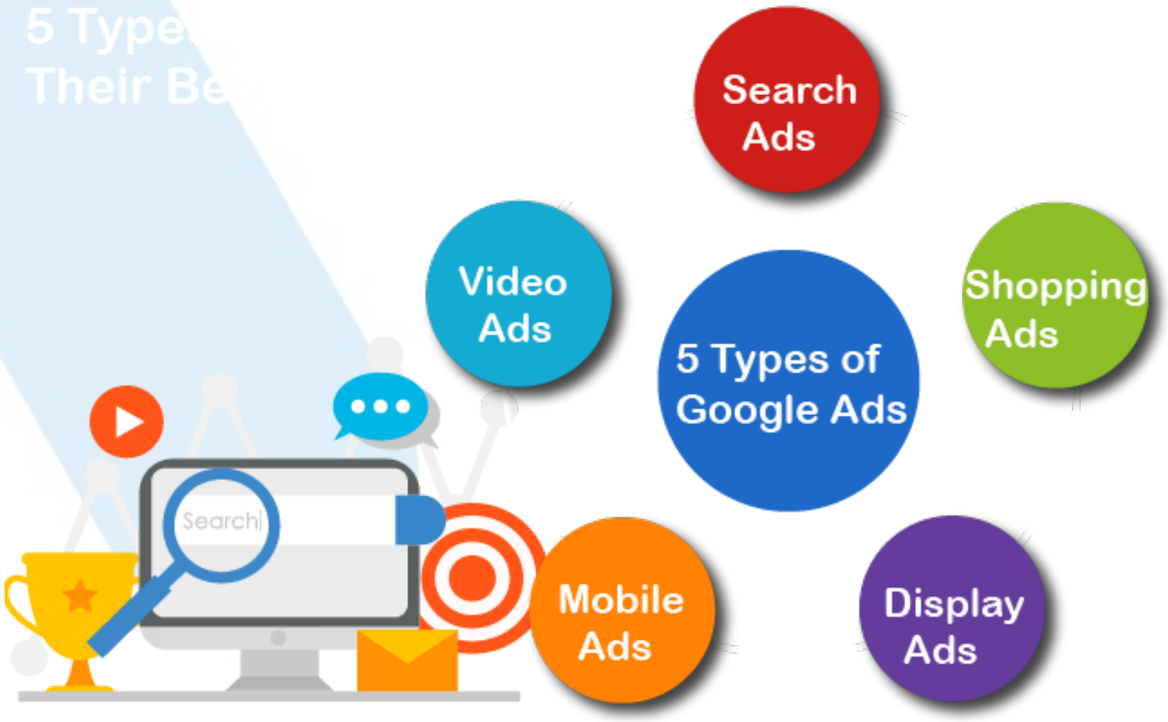
- Introduction to AI in Google Ads
- AI-Powered Keyword Research & Clustering
- Smart Bidding Strategies (Target CPA, ROAS)
- Responsive Search Ads (AI-Based Ad Testing)
- Performance Max (PMax) Campaigns
- AI Audience Signals & Intent-Based Targeting
- AI Insights, Recommendations & Forecasting
- Scaling Campaigns Using AI Automation

Introduction to Google Ads with AI

- Google Ads account structure (AI supported)
- How Google AI decides which ad to show
- Quality Score & AI relevance signals
- Keywords vs Search Intent (AI understanding)
- Keyword match types with AI behavior

Types of Campaigns You Will Learn

- **Display Ads:** Image/banner ads on websites
- **Search Ads:** Text ads on Google search
- **Video Ads:** YouTube ads
- **Performance Max:** AI-powered ads
- **Remarketing:** Show ads again to people who visited your website



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GOOGLE ADS WITH AI

How AI Helps in Google Ads

- AI-based keyword suggestions
- AI-generated ad headlines & descriptions
- Smart Bidding (Maximize Conversions / ROAS)
- AI audience signals & targeting
- Auto optimization using real-time data

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TRACKING & AI INSIGHTS

- AI-based conversion tracking setup
- Google Ads + GA4 + AI insights
- Understand AI recommendations
- Identify winning ads using AI data
- Scale campaigns using AI performance signals

Optimization+Practical Work Using AI

- Improve ad performance using AI suggestions
- Add negative keywords with AI help
- Test multiple creatives automatically
- Landing page optimization insights
- Live campaign setup (Search / PMax)
- Work on real projects
- Certificate after course completion

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ENROLL NOW

Start your journey to becoming a Google Ads Expert with AI.

Learn smarter. Advertise better. Grow faster.

THANK YOU