

Digi2Cloud GmbH  
The Circle 6  
Zürich Airport  
5058 Zürich  
[info@digi2cloud.ch](mailto:info@digi2cloud.ch)  
[www.digi2cloud.ch](http://www.digi2cloud.ch)  
+41 44 524 57 32

**Category:** Digital Marketing

**Title:** Profit-Driven Google Ads Training #090101

Das Trainings findet sich vom 13.04.2026 bis zum 17.04.2026 statt  
und wird auf Englisch gehalten.

Es läuft von 08:30 bis 17:00.

Das Training findet sich am Ort in Circle Business Center am Zürich Flughafen  
Und per Online statt. (Hybrid)

**Target Audience:**

- ✓ Marketing & Communications Professionals
- ✓ Business Owners & Entrepreneurs
- ✓ Freelancers & Consultants
- ✓ Corporate & Agency Teams
- ✓ Career Changers & Digital Learners
- ✓ Professionals Managing Performance Targets

**Suitable for All Levels:**

- Beginners with no previous PPC experience
- Intermediate users running campaigns who want better results

## Requirements:

Participants should ideally meet the following requirements:

Basic Computer Skills

General Understanding of Online Marketing

Website or Business Context (Recommended)

Access & Tools Required:

- Laptop with stable internet connection
- Google account (Gmail or Workspace)
- Optional: Google Tag Manager & Google Analytics accounts for advanced modules
- Willingness to perform hands-on exercises and group activities
- No Prior Google Ads Experience Required
- Suitable for beginners and learners new to PPC advertising
- Also valuable for individuals who want to improve existing campaigns

## Key Learnings

By the end of this course, participants will be able to:

- ✓ Understand the Google Ads Ecosystem
- ✓ Plan and Build Effective Campaigns
- ✓ Perform Strategic Keyword Research
- ✓ Create High-Impact Search Ads
- ✓ Measure Real Results
- ✓ Optimize and Improve Performance
- ✓ Use Automation and Smart Campaigns
- ✓ Report and Present Findings

## Google Ads Training Modules

1. Introduction to Google Ads
  - What is Google Ads & how the auction works
  - PPC model explained
  - Search vs Display vs Video vs Shopping vs Performance Max
  - Account → Campaign → Ad Group → Keyword → Ad structure
2. Account Setup & Navigation
  - Creating a Google Ads account
  - Expert Mode vs Smart Mode
  - Interface walkthrough
  - Linking Google Analytics & Tag Manager
3. Keyword Strategy
  - Types of search intent
  - Keyword Planner hands-on
  - Match types (Broad, Phrase, Exact)
  - Negative keywords
  - Segmentation by themes
4. Search Campaign Setup (Step-by-Step)
  - Campaign goals & settings
  - Budget allocation
  - Bidding strategies (Manual CPC, Maximize Clicks, Target CPA, ROAS)
  - Location, language, device targeting
  - Structuring Ad Groups correctly
5. Ad Copywriting & Assets
  - Writing effective headlines & descriptions
  - Responsive Search Ads
  - Landing page alignment
  - Ad extensions (sitelinks, callouts, call & location)

6. Performance Max Campaigns
  - What PMax is & when to use it
  - Creating assets
  - Targeting and creatives
  - Limitations and best practices
  
7. Display & Remarketing Basics
  - Display network overview
  - Targeting audiences (in-market, affinity, custom segments)
  - Intro to remarketing
  - When not to use display
  
8. Conversion Tracking & Measurement
  - What counts as a conversion
  - Google Tag Manager basics
  - Setting up conversion actions
  - Using UTM parameters
  - Enhanced conversions
  
9. Optimization & Scaling
  - Reading key metrics (CTR, CPC, CPA, ROAS, QS)
  - Search Terms Report analysis
  - Improving Quality Score
  - Bid adjustments & budget changes
  - Pausing/expanding keywords
  - A/B testing ads & landing pages
  
10. Reporting & Continuous Improvement
  - Creating reports & dashboards
  - Weekly/monthly campaign audits
  - Attribution modeling
  - Preparing insights for clients/stakeholders