Mindluster Platform

# About the course Google ads fundamentals and account set Up

### Course Presenter : Loves Data

Google ads fundamentals course, Google Ads Fundamentals Course is a comprehensive beginner-friendly program designed to help students understand how online advertising works using Google Ads. In this course, students will learn how to create professional ad campaigns, choose the right keywords, target the correct audience, and optimize ads to achieve better results and higher return on investment. The course explains search ads, display ads, and basic performance tracking tools in a simple and practical way suitable for beginners and business owners. After completing the course, students will be able to: Understand the basics of digital advertising and Google Ads platform structure. Create and set up Google Ads campaigns step by step. Select and analyze keywords using keyword planning tools. Target the right audience based on location, interests, and behavior. Track campaign performance and improve ad results using analytics data. This course is completely free, and students will receive a free accredited certificate after successfully completing the course. Loves Data

**Digital Marketing Category's Courses**

# Course Lesson(6)

Lesson 1 : **Google Ads Tutorial â€“Â Fundamentals and Account Set Up**

Lesson 2 :
**Setting up a Google Ads Campaign and Configuration Options â€“Â Google Ads Tutorial Lesson 2**

Lesson 3 : **Ad Groups and Keyword Targeting in Google Ads â€“Â Google Ads Tutorial Lesson 3**

Lesson 4 : **Google Ads Keyword Planner and Interface Features â€“ Google Ads Tutorial Lesson 4**

Lesson 5 : **Creating Assets Bid Adjustments and ConversionsÂ â€“ Google Ads Tutorial Lesson 5**

Lesson 6 : **How to Setup Performance Max Campaigns â€“ Google Ads Tutorial Lesson 6**

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for Business Contact
business@mindluster.com