

What is Google Ads Search?

- **Google Ads Search** is a type of online advertising where businesses show **text ads on Google search results** when users type relevant queries.
 - It helps businesses **reach people actively searching** for their products or services.
 - Ads appear above or below organic search results and are triggered based on **keywords** advertisers choose.
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Key Metrics in Google Ads Search

1. **CTR (Click-Through Rate)** – Percentage of users who click your ad after seeing it. Measures ad **relevance and engagement**.
 2. **Conversions** – Number of desired actions completed (form submission, purchase, sign-up). Measures campaign **effectiveness**.
 3. **CPA (Cost Per Acquisition)** – How much you pay for each conversion. Measures **cost efficiency**.
 4. **Impressions** – Number of times your ad is shown. Measures **reach**.
 5. **Ad Rank** – Determines **ad position** in search results, based on bid, ad quality, and relevance.
 6. **Quality Score** – Google's rating of ad relevance, expected CTR, and landing page experience. Impacts **cost and ad placement**.
 7. **Optimization Score** – Shows how well your campaign aligns with Google's best practices and suggests improvements.
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✓ **Key takeaway:** Google Ads Search lets businesses **target users actively searching**, and metrics like CTR, conversions, CPA, Ad Rank, and Quality Score help measure and improve campaign performance.

Congratulations! 🎉

Earning the **Google Ads Search Certificate** entails that you have demonstrated proficiency in:

1. **Setting up and managing Google Search campaigns**
 - You understand how to structure campaigns, create ad groups, and select relevant keywords.
2. **Using Google Ads tools to optimize campaign performance**

- You know how to apply **broad match, exact match, Smart Bidding, and responsive search ads** effectively.
- 3. **Measuring and analyzing performance**
 - You can interpret metrics like **CTR, conversions, CPA, Ad Rank, and optimization score** to make data-driven decisions.
- 4. **Applying best practices in targeting and bidding**
 - You understand how to reach the right audience, adjust bids automatically, and use AI-powered solutions to maximize ROI.
- 5. **Demonstrating Google Ads knowledge professionally**
 - The certificate is **recognized by employers**, showing that you can manage Search campaigns strategically and effectively.

✓ **Key takeaway:** This certificate proves you are **competent in creating, optimizing, and analyzing Google Search campaigns**, which is a highly valuable skill for digital marketing roles.

Here's a **step-by-step guide** to executing each of the skills your Google Ads Search certificate demonstrates:

1 Setting up and managing Google Search campaigns

Step-by-step:

1. **Sign in** to your Google Ads account.
2. Click the **“+” button** → select **New Campaign**.
3. Choose your **campaign objective** (e.g., Sales, Leads, or Website traffic).
4. Select **Search** as the campaign type.
5. Set **campaign settings**: budget, bidding strategy, network (Search Network), and locations.
6. **Create ad groups**: group keywords by themes (e.g., product categories).
7. **Add keywords**: use exact match, phrase match, or broad match depending on targeting goals.
8. **Write ads**: include headlines, descriptions, and final URL.

2 Using Google Ads tools to optimize campaign performance

Step-by-step:

1. Use **broad match** to expand reach to relevant searches.
 2. Apply **exact match** for highly targeted keywords.
 3. Implement **Smart Bidding** strategies (e.g., Maximize Conversions, Target ROAS).
 4. Create **Responsive Search Ads** (RSAs) with multiple headlines and descriptions.
 5. Monitor **Recommendations** and **Optimization Score** to apply improvements automatically or manually.
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3 Measuring and analyzing performance

Step-by-step:

1. Open the **Campaigns** or **Ad Groups** tab.
 2. Track **CTR (Click-Through Rate)** → shows ad relevance.
 3. Monitor **Conversions** and **CPA (Cost per Acquisition)** → assess campaign efficiency.
 4. Check **Ad Rank** → determines ad position in auctions.
 5. Use the **Bid Strategy Report** to analyze performance and adjust bidding.
 6. Regularly review metrics to identify underperforming ads or keywords and optimize.
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4 Applying best practices in targeting and bidding

Step-by-step:

1. **Target the right audience** using location, language, device, and demographics.
 2. Use **Smart Bidding** to automate bid adjustments for each auction.
 3. Leverage **broad match + Smart Bidding** to reach relevant users efficiently.
 4. Apply **negative keywords** to prevent irrelevant clicks.
 5. Continuously review and refine campaigns based on performance data.
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5 Demonstrating Google Ads knowledge professionally

Step-by-step:

1. Add the **Google Ads Search Certificate** to your **LinkedIn profile** and resume.
2. Include measurable achievements: e.g., “Optimized Search campaigns to increase CTR by 25%.”
3. Highlight skills like **keyword strategy, Smart Bidding, RSAs, and performance analysis**.
4. Share **case studies or examples** of campaigns you’ve run to show practical expertise.

✓ **Key takeaway:**

Following these steps allows you to **create, optimize, measure, and professionally showcase Google Search campaigns**, proving your competence to employers and clients.

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