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Resources to learn more about Google Ads

In this course, the video introducing Google Ads provides an overview of Google Ads' features and campaign performance monitoring capabilities. To learn more about using Google Ads, review the resources for online training described in this reading. The listings in this reading are for *free* online training. You can look up additional training opportunities online if you'd like, but they may cost money to access.

Free online training

Read the following descriptions to find the training that's right for you.

Google Ads Help Center: Analytics Training and Support

We recommend bookmarking the [Google Ads Help Center: Analytics Training and Support](#) website. It contains a list of key topics to browse.

Skillshop

[Skillshop](#) is Google's self-paced training platform for Google's tools and solutions. When you sign up, you'll be able to access online courses at any time, and complete them at your own pace. The training offered for Google Ads includes specifics for:

- [Search ads](#)
- [Discovery ads](#)
- [Display ads](#)
- [Video ads](#)
- [Shopping ads](#)
- [Mobile app ads](#)
- [Google Ads measurement](#)

You can watch the following video tutorials:

- [Google Ads Tutorial Series: Search](#)
- [Google Ads Tutorial Series: Display](#)
- [Google Ads Tutorial Series: Video](#)
- [Google Ads Tutorial Series: Shopping](#)

Paid online training

Examples of training courses that charge a fee for access are:

- [Udemy: Google Ads](#)
- [LinkedIn Learning: Google Ads](#)
- [Coursera: Google Ads](#)

Mark as completed

