

## Day 8 – Google Ads and PPC

**Topic:** Introduction to Pay-Per-Click Advertising

Today's session was about **Google Ads and paid search campaigns**. We learned how businesses use PPC to appear at the top of search results instantly.

Mr. Navneet explained ad structure — campaign, ad group, and keywords — and discussed bidding strategies and quality score.

### **Practical Work / Activities:**

- Created a sample search ad.
- Practiced keyword matching and bid settings.
- Reviewed PPC analytics dashboards.

### **Key Takeaways:**

- Understood fundamentals of paid advertising.
- Learned how keyword bids affect ad visibility.
- Realized how PPC complements SEO.