

Mini Project: Integrated Google Ads & Google Analytics (GA4) Campaign Analysis

Project Overview

In this mini project, students will **plan, simulate, and analyze a digital advertising campaign using Google Ads**, and **evaluate campaign performance using Google Analytics 4 (GA4)**.

The focus is on **understanding how paid traffic behaves**, how conversions are measured, and how **data-driven decisions** are made using analytics.

Students may use:

- A real website
- A dummy/demo website
- A **GA4 Demo Account** (if ads cannot be launched)

No actual ad spend is required (campaigns may remain in Draft or Paused status).

Learning Outcomes

By the end of this project, students will be able to:

1. Structure a **Google Ads Search Campaign**
2. Apply **keyword research and ad copy best practices**
3. Link **Google Ads with GA4**
4. Track **events and conversions**
5. Analyze **paid traffic performance**
6. Provide **data-driven optimization recommendations**

Project Requirements & Instructions

Part 1: Campaign Scenario & Objective

Instructions:

Choose **ONE** business scenario:

- Online course provider
- Restaurant / Café
- E-commerce store
- Service-based business (tuition, IT services, beauty, etc.)

Define:

- Business goal (e.g. leads, purchases, enquiries)
- Target audience
- Key conversion action

Deliverable:

- 1-page campaign briefly describing the business and objectives

Part 2: Google Ads Campaign Setup

Using **Google Ads**

Campaign Level

Students must:

- Create **1 Search Campaign**
- Select campaign objective
- Choose target location & language
- Define bidding strategy (e.g. Maximize Clicks / Conversions)
- Set daily budget

Evidence Required:

- Screenshot of campaign settings

Ad Group & Keyword Level

Students must:

- Create **1 Ad Group**
- Select:
 - 3–5 short-tail keywords
 - 3–5 long-tail keywords
- Use appropriate **match types**
- Add **at least 3 negative keywords**

Evidence Required:

- Screenshot of keywords & match types
- Short justification for keyword selection

Ad Copy Level

Students must create:

- **1 Responsive Search Ad**
- At least:
 - 5 headlines
 - 3 descriptions
- Include:
 - Call-to-action
 - Keyword relevance
 - Value proposition

Evidence Required:

- Screenshot of ad copy
- Explanation of messaging strategy

Part 3: Google Analytics 4 (GA4) Setup

Using Google Analytics 4

GA4 Configuration

Students must:

- Create or access a GA4 Property
- Set up Web Data Stream
- Verify data collection using Realtime Report
- Link **Google Ads to GA4**

Evidence Required:

- Screenshot of GA4 property
- Screenshot of Ads linking page
- Screenshot of Realtime Report

Part 4: Events & Conversion Tracking

Students must:

- Identify **at least 2 events**, such as:
 - page_view
 - scroll
 - click
 - form_submit (if available)
- Mark **at least 1 event as a conversion**

Evidence Required:

- Screenshot of Events report
- Screenshot of Conversion settings

Part 5: Google Ads Performance Analysis

Using:

- Google Ads interface **OR**
- GA4 Demo Account

Students must analyze:

- Clicks
- Impressions
- CTR
- Cost (if available)
- Conversion data

Explain:

- Which keywords or ads perform best
- Which areas need improvement

Part 6: GA4 Traffic & Behavior Analysis

Students must analyze **paid traffic** using GA4:

- Traffic Acquisition (Paid Search)
- Users vs New Users
- Engagement rate
- Pages and Screens
- Landing page performance

Key Questions:

- How do paid users behave?
- Do they engage with the website?
- Where do they drop off?

Part 7: Insights & Optimization Recommendations

Students must provide **at least 5 data-driven recommendations**, such as:

- Keyword optimization
- Ad copy improvements
- Landing page changes
- Budget allocation
- Conversion tracking improvements

Recommendations must be **supported by data**, not assumptions.

Final Deliverables

Students must submit:

1. **PDF Report (10–15 pages)** including:
 - Screenshots
 - Analysis
 - Insights
2. Clear section headings for each project part

Marking Rubric (100 Marks)

Component	Criteria	Marks
Campaign Objective & Scenario	Clear goals & relevance	10
Google Ads Setup	Campaign, ad group & ad copy accuracy	20
Keyword & Ad Strategy	Match types, negatives, messaging	15
GA4 Setup & Integration	Proper setup & Ads linking	15
Events & Conversion Tracking	Correct configuration & understanding	15
Data Analysis (Ads + GA4)	Accurate interpretation of metrics	15
Insights & Recommendations	Actionable & data-driven	10
Total		100