



# GOOGLE ADS CERTIFICATE GUIDE

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# 1. WHAT IS GOOGLE ADS?

Overview · Networks · How it works

Google Ads is an online advertising platform that lets businesses show ads across Google's networks – you only pay when someone clicks! 💰



## Search Network

Ads on Google Search results when people search your keywords.



## Display Network

Visual banner ads across millions of websites & apps.



## Video (YouTube)

Video ads shown before/during YouTube content.



## Shopping

Product listings shown on Google Shopping tab.



## HOW GOOGLE DECIDES WHO SHOWS UP

Every search triggers an instant Ad Auction. Google calculates Ad Rank for every eligible advertiser and shows the highest-ranked ads.

$$\text{AD RANK} = \text{BID} \times \text{QUALITY SCORE} \times \text{CONTEXT SIGNALS}$$

Higher Ad Rank = Better position = More clicks! ✨



Why Google Ads? Set your budget, target your audience, measure everything – and only pay for results (PPC = Pay Per Click)! 🎯



## 2. THE GOOGLE ADS AUCTION

Ad Rank · Quality Score · How pricing works

### Step 1

User types a search query

### Step 2

Google finds all ads with matching keywords

### Step 3

Google calculates Ad Rank for each advertiser

### Step 4

Highest Ad Rank wins the top position!

## ★ QUALITY SCORE (1-10)

Google's rating of your ad quality. Higher QS = lower cost + better position!



### Expected CTR

How likely people click your ad



### Ad Relevance

How well ad matches search intent



### Landing Page Exp.

How useful your page is

$$\text{ACTUAL CPC} = (\text{COMPETITOR AD RANK} \div \text{YOUR QS}) + \$0.01$$



## AD RANK FACTORS



Bid amount



Quality Score



Context (device/location/time)



Ad extensions impact



Auction-time quality



Search intent



Better Quality Score = You pay **LESS** per click than competitors! Smart ads win over big budgets. 😊



## 3. SEARCH AD TYPES

RSA · Expanded Search Ads · DSA

### **RSA – RESPONSIVE SEARCH ADS** RECOMMENDED

A dynamic & flexible ad format. You give Google multiple options – Google tests & learns the best combos! 🤖

#### You provide

Up to 15 headlines + 4 descriptions

#### Google does

Tests combinations, learns what performs best per query

⚠️ **Pinning** – Pin a headline to always show in position 1/2/3. But it limits Google's optimization!

### **EXPANDED SEARCH ADS** LEGACY

A static ad format – fixed headlines & descriptions. Always shows the same way. You control the exact final ad. 🔒

 Example: H1: Choose Running Shoes H2: Free Delivery H3: 20% Off

Ad1: H1+H2 / Ad2: H1+H3 / Ad3: H2+H3 – Google decides which to show

### **DSA – DYNAMIC SEARCH ADS**

Google uses your website content instead of keywords to match user searches. Auto-generates headlines! 🌐

#### Google generates

Headlines based on search query + page content

#### You write

Descriptions only – great for large websites!



## 4. KEYWORD MATCH TYPES

Broad · Phrase · Exact · Negative

### BROAD MATCH

Widest reach – ads show for searches related to your keyword, including synonyms & related topics.

**Keyword:**

running shoes →

**Could trigger:**

jogging sneakers, marathon footwear, best sports shoes

 Most reach, least control. Best paired with Smart Bidding (see slide 9)!

### PHRASE MATCH

Ads show for searches that include the meaning of your keyword. More targeted than Broad.

**Keyword:**

"running shoes" →



buy running shoes

/



shoes for running backwards

### EXACT MATCH

Ads show only for searches with the same meaning/intent. Most precise control.

**Keyword:**

[running shoes] →



running shoes, running shoe

/



cheap running shoes

### NEGATIVE KEYWORDS

Block your ad from irrelevant searches – saves budget & improves relevance!

Selling premium shoes? Add

-free

,

-cheap

,

-DIY

as negatives!

Google Ads Guide 



Broad → Most Reach



Phrase → Balanced



Exact → Most Precise



Negative → Filters bad traffic

4/10



## 5. SEARCH ADS EXTENSIONS

All 13 extensions – FREE to add, boost Ad Rank!



### Sitelink

Extra links to specific pages below your ad.



### Callout

Short text highlighting offers: "Free Shipping · Easy Returns"



### Structured Snippets

Predefined list headers: "Brands: Nike, Adidas"



### Location

Show your address, map & distance to store.



### Affiliate Location

Show nearby retailers that sell your product.



### Call

Display phone number – users call directly from ad!



### Price

Show products/services with prices in the ad.



### App

Link to your mobile app – drives installs!



### Promotion

Highlight sales with a price tag icon. "30% off!"



### Message

Let users text your business directly from the ad!



### Image

Add a visual image alongside your text ad.



### Lead Form

Collect leads directly in the ad – no landing page needed!



## DYNAMIC EXTENSIONS

Google automatically adds extensions based on your website content. You don't control them – Google decides when to show them to maximize performance!



Extensions add more space to your ad = more visibility = better CTR = higher Ad Rank. Always add as many as possible! 🚀



## 6. BIDDING STRATEGIES

Choose based on your campaign goal!



### MAXIMIZE CLICKS

Most clicks within your budget. Goal: Traffic

Best for new campaigns or building traffic.



### MAXIMIZE CONVERSIONS

Most conversions in full budget. Goal: Conversions

No cost-per-conversion target – just max volume!



### TARGET CPA

Conversions at your set cost/acquisition.

Goal: Efficient Conversions

Example:  $tCPA = \$20 \rightarrow$  each conversion  $\sim \$20$



### MAXIMIZE CONV. VALUE

Max total revenue within budget. Goal: Revenue

Prioritizes high-value conversions – great for e-commerce!



### TARGET ROAS

Specific return on ad spend. Goal: Profitable Revenue

$tROAS = 400\% \rightarrow$  \$1 spent = \$4 back 📦



### TARGET IMPRESSION SHARE

Show ad a % of the time. Goal: Visibility

Great for brand awareness campaigns!



Quick Guide: New campaign  $\rightarrow$  Maximize Clicks / Want leads  $\rightarrow$  tCPA / E-commerce  $\rightarrow$  tROAS / Brand  $\rightarrow$  Impression Share



## 7. VALUE-BASED BIDDING

*Bid more for high-value customers!*

### ✗ Without VBB

All conversions treated equally. A \$5 purchase gets the same bid as a \$500 purchase!

### ✓ With VBB

Google bids harder for the \$500 customer – maximizes actual revenue! 🚀



### HOW TO SET UP

- 1 Assign conversion values – different values for different actions
- 2 Use Maximize Conversion Value or Target ROAS bidding
- 3 Let Google AI optimize towards highest value 🤖



Example values: Newsletter signup = \$2 | Free trial = \$10 | Product purchase = sale amount | Enterprise form = \$100



### REQUIREMENTS



Conversion tracking set up



Values assigned to conversions



30-50 conversions/month minimum



Smart Bidding strategy active



### VALUE RULES

Apply different value multipliers by device, location, or audience. Example: Mobile users in London are worth 2x → set a +100% value rule for them!



## 8. SEASONALITY ADJUSTMENTS

Tell Google AI about short-term conversion rate changes!

Seasonality Adjustments tell Google to expect a temporary change in conversion rates – so Smart Bidding doesn't misread your data during special events.



### Flash Sales

Big weekend sale → higher CVR expected



### Holiday Events

Black Friday, Christmas → spike in demand



### Product Launches

New product → anticipate higher conversion rate



### Site Downtime

Maintenance → lower CVR → adjust down



## HOW TO SET IT UP

- 1 Go to Tools & Settings → Bid Strategies → Seasonality Adjustments
- 2 Set a date range (ideal: 1–7 days, max 14 days in advance)
- 3 Choose scope: all campaigns / specific campaigns / devices
- 4 Set expected CVR change – e.g., +50% during sale event

- ✓ Use when CVR changes by +30% or more
- ✓ Apply to specific affected campaigns
- ✓ Monitor results after the event

- ✗ Don't use for long-term trends
- ✗ Don't use for budget changes
- ✗ Don't set more than 14 days in advance



## 9. GOOGLE AI POWER TRIO

RSA + Broad Match + Value-Based Bidding



**RSA**

Responsive  
Search Ads



**BROAD MATCH**

Widest keyword  
reach



**VBB**

Value-Based  
Bidding



### RSA'S ROLE

Tests many creative combos, learns which ad works best for each user and search context. Provides the **creative signal** 🧠



### BROAD MATCH'S ROLE

Captures a wide range of relevant searches – including ones you'd never think to add manually. Provides the **reach signal** 🌐



### VBB'S ROLE

Tells Google which customers are most valuable – bids aggressively for high-value queries, less for low-value ones. Provides the **value signal** 💰



### WHY TOGETHER?

📄 **RSA** – right ad for each person / 🌐 **Broad Match** – right person / 💎 **VBB** – right bid amount

Together: Google finds the right person → shows them the right ad → pays the right price – all automatically! 🚀



Broad Match alone = risky! But with Smart Bidding, Google only bids on queries likely to convert. Safe + powerful! 🔒



## 10. PROPENSITY SCORE, LTV, HVAS + OFFLINE

Signals · Lifetime value · High-value actions · Conversion delay



### PROPENSITY SCORE

Predicts how likely a user is to convert based on real-time signals. Google uses all of these together to decide how much to bid:



#### Location

Where the user is – city, country, radius from your store.  
Local intent = higher bid!



#### Device

##### Mobile

→ impulse buying, quick decisions

##### Desktop

→ research mode, higher-consideration purchases



#### Time & Day

Morning vs night, weekday vs weekend. Example: gym equipment peaks on Monday mornings!



#### Search Intent

"Buy BMW price" → 🔥 High intent

"BMW review" → 🧊 Low intent

Exact wording reveals where the user is in the funnel!



#### User Behavior (Historical)

Past searches, pages visited, videos watched, previous purchases – Google builds a profile over time.



#### How Google uses it

Combines all signals in real-time at auction → bids higher for users with high propensity to convert!



#### Why it matters

Two people searching the same keyword can get very different bids based on their signals!



### OFFLINE CONVERSIONS + CONVERSION DELAY

Not all conversions happen instantly online! Offline conversions happen after the click – in-store, by phone, or after a long decision process.



#### Offline Conversion

User clicks ad → visits store → buys in person. You import this back to Google via

**Google Click ID (GCLID)**

so it knows the ad worked!



#### Conversion Delay

The time between a click and the actual conversion. A car buyer may click today but convert in 30 days!



**Why it matters for bidding:** If your conversion delay is 14 days, Smart Bidding needs time to see the full picture. Don't panic and change bids too early – give it the full conversion window! Recommended window: set it to at least as long as your average delay.



### LTV – LIFETIME VALUE

Total revenue a customer brings over their entire relationship with your business – not just the first purchase!

$$LTV = \text{AVG. ORDER VALUE} \times \text{PURCHASE FREQUENCY} \times \text{CUSTOMER LIFESPAN}$$

💡 Customer buys \$50/month for 2 years → LTV = \$1,200. Worth bidding way more than just the first \$50! 🤖

## ★ HVAS — HIGH-VALUE ACTIONS

Specific actions that signal a user is highly valuable — not just any conversion, but the ones that matter most to your business!

### 📌 Examples

Repeat purchases, loyalty sign-ups, premium plan upgrades, high cart value checkouts, demo requests

### 🤖 How to use

Assign higher conversion values to HVAs → VBB bids more aggressively for users likely to complete them!

## 🎯 HOW IT ALL CONNECTS

1 Identify your HVAs → 2 Assign LTV-based conversion values → 3 Google learns propensity patterns → 4 VBB bids more for similar users → 5 Offline conversions feed real data back to Google AI 🔄

Google Ads Guide 📝

Result: Your budget flows to the customers who matter most — online AND offline! ❤️