Google Ads Mastery Outline

A complete walkthrough covering simulation, bidding, reporting, and data visualisation.

1. Campaign Launch Simulation & Optimisation Walkthrough

A step-by-step framework showing how to plan, simulate, launch, and optimise a Google Ads campaign.

1.1 Pre-Launch Simulation

- Defining campaign objectives (leads, sales, awareness)

- Forecasting tools inside Google Ads (Keyword Planner, Performance Planner)

- Estimating:

    - CPC ranges

    - Budget requirements

    - Expected conversions

    - Seasonal trends

- Competitor benchmarking tools (Auction Insights, third-party tools like SEMrush)

1.2 Campaign Setup Simulation

- Choosing campaign type (Search, Performance Max, Display, Video)

- Draft & Experiments mode to simulate variations

- Predictive modelling:

  - Smart Bidding simulation

  - Keyword match type scenarios

  - Ad strength & expected performance

1.3 Real Campaign Launch

- Structuring campaigns and ad groups

- Setting up tracking (GA4, GTM, conversion tracking)

- Writing high-quality responsive search ads

- Audience signals & custom segments

1.4 Optimisation Walkthrough

- Daily, weekly, and monthly optimisation checklists

- Search term analysis & negative keyword building

- Budget reallocation based on ROAS or CPA

- Bid strategy adjustments (learning phase ↠ optimisation phase)

- Experimenting with:

  - Landing pages

  - Ad variations

  - Audiences

2. Bidding Strategies & Performance Metrics

Breakdown of every bidding strategy and when to use it—plus key performance metrics.

2.1 Smart Bidding Strategies

- **Maximise Clicks**

- **Maximise Conversions**

- **Maximise Conversion Value**

- **Target CPA**

- **Target ROAS**

- **Enhanced CPC**

When to use each, benefits, limitations, and learning periods.

2.2 Manual Bidding

- Manual CPC

- When manual bidding still makes sense in 2025

2.3 Performance Metrics to Monitor

- CTR, CPC, CPM, CPV

- Quality Score components

- Impression Share & Lost IS (Budget/Rank)

- Conversion Rate, CPA, ROAS

- Customer lifecycle: LTV, CAC, cohort metrics

3. Mastering Data Visualisation for Google Ads

How to turn raw Google Ads data into visual insights.

3.1 Essential Visualisations

- Performance by device (bar charts)

- Conversion funnel visualisation

- Geo performance heatmaps

- Impression share trends

- Auction insights charts

- Budget pacing vs spend line graphs

3.2 Visualisation Best Practices

- Using the right chart for the right data

- Avoiding clutter and cognitive overload

- Highlighting anomalies & trends

- Using data storytelling techniques

3.3 Tools for Visual Visualisation

- Looker Studio (formerly Data Studio)

- Google Sheets + Explore visualisation

- Power BI / Tableau for advanced dashboards

- Supermetrics connectors

- GA4 connected reports

4. Google Ads Campaign Reporting & Types of Reports

A breakdown of all reporting formats inside Google Ads + external dashboards.

4.1 Standard Google Ads Reports

- Campaign performance report

- Search term report

- Auction insights report

- Asset performance report (RSA)

- Location report

- Device report

- Landing page report

4.2 Advanced Reporting

- Data-driven attribution reports

- Custom report builder

- Cross-network performance

- Audience segment performance

4.3 External Reporting

- Looker Studio dashboards

- Google Analytics integration

- CRM / offline conversion uploads

- Multi-touch attribution tools

5. Tools for Data Visualisation & Reporting on Google

Tools to help you automate, visualise, and present performance data.

5.1 Native Google Tools

- Google Ads Report Editor

- Looker Studio

- Google Sheets + Ads Add-on

- GA4 Explorations

5.2 Third-Party Tools

- Supermetrics

- Power BI

- Tableau

- AgencyAnalytics

- Octoboard
- Databox

5.3 Automation Tools

- Zapier or Make for automated reporting flows

- Google Ads Scripts

- API-based dashboards for agencies