DevOpsSchool

Course curriculum · November 2026

LEVEL 04 OF 04 · ADVANCED

Ppc Advanced Training

Scale paid media across Shopping, Performance Max, Display, YouTube, Microsoft Advertising and Meta with audience strategy and reporting.

LIVE ONLINE **Max 8-10 hours**	CORPORATE (DAY-WISE) **5 days · Days 1-5**	SELF-PACED VIDEO **1-year LMS access**
BATCH SIZE **Max 10 learners**	NEXT BATCHES **1st of every month · weekends: first Saturday**	CERTIFICATE **Verifiable certificate of completion**

Foundation	Essential	Intermediate	Advanced
1 day · Included	2 days · Included	3 days · Included	5 days · This curriculum

INSIDE THIS CURRICULUM

What you will achieve	Outcomes and level focus
Who should attend	Audience and prerequisites
Agenda	52 topics · Foundation to Advanced
Hands-on labs	4 labs
Formats and fees	Live, 1:1, self-paced, corporate
Trainer and reviews	Rajesh Kumar
Enrolment	Batches, payment, contacts

WHY DEVOPSSCHOOL

- Rated 4.6 on Google
- 1,500+ verifiable certificates issued in the public registry
- Trainer Rajesh Kumar: 20 years in industry
- Small batches: max 10 learners, every session recorded

Course page: www.devopsschool.com/courses/ppc/ppc-advance-training.html
Talk to us: WhatsApp +91 99057 40781 · +1 (469) 756-6329 · contact@DevOpsSchool.com · reply within 1 hour

OUTCOMES

What you will achieve

By the end of the Ppc course path, you will be able to:

1

Build profitable PPC campaigns

Structure, target and write Search campaigns that earn strong Quality Scores and controlled costs.

2

Measure every conversion

Track online, offline and call conversions with Google Ads, Tag Manager and GA4.

3

Scale paid media channels

Optimise Shopping, Performance Max, YouTube, Microsoft Advertising and Meta campaigns with clear reporting.

WHAT THE ADVANCED LEVEL ADDS

Shopping, Performance Max, multi-channel and scale

Hands-on: Run a multi-channel PPC programme. Build a Merchant Center feed, a Performance Max campaign and a Microsoft Advertising import, then report results across channels in Looker Studio.

WHO SHOULD ATTEND

- Experienced Ppc practitioners responsible for quality, security and scale.
- Senior engineers, architects and leads who design and troubleshoot Ppc solutions.
- Teams making Ppc an organisation-wide standard.

BEFORE YOU START

- The Intermediate level, or equivalent hands-on experience.
- You can already: Choose the right bid strategy, optimise landing pages and track online, offline and call conversions accurately with GA4 and Tag Manager.
- Basic computer skills and a laptop with a stable internet connection for the live sessions and labs.
- This curriculum includes every earlier level, so it is complete on its own.

AGENDA · FOUNDATION TO ADVANCED

Ppc Advanced Training agenda

52 topics. Each level builds on the one before it, so this curriculum lists every earlier level in full. Days are for corporate (day-wise) delivery; live online batches cover the same agenda in max 8-10 hours.

DAY 1 Foundation: PPC concepts, Google Ads account and structure

Included from Foundation

1. Introduction to pay-per-click marketing: search engine advertising, history of PPC and advantages of PPC
2. PPC ecosystem: entities involved in PPC advertising and the workflow of a PPC ad from search to click
3. PPC terminology: impressions, clicks, CTR, CPC, CPM, CPA, conversion rate, ROAS and the general formula for PPC cost
4. Properties of a compelling PPC ad: relevance to the query, a clear offer, keywords in copy and a strong call to action
5. Introduction to Google Ads (formerly AdWords): create a website for your ads, sign up, set currency and time zone
6. Account creation: types of Google Ads accounts, manager accounts, access levels and their differences
7. Billing: submitting billing information, automatic vs manual payments and monthly invoicing options
8. Google Ads hierarchy: account, campaigns, ad groups, keywords, ads and assets
9. Google networks: Search Network and search partners, Display Network and YouTube, and where your ads will appear
10. Campaign and ad types: Search, Display, Video, Shopping, Performance Max, Demand Gen and App campaigns
11. Navigating your account: Overview (formerly the Home tab), Campaigns, Tools, Billing, settings and Recommendations (formerly Opportunities)
12. How costs are calculated: the ad auction, daily budgets, monthly spend limits and budget pacing

DAY 2 Essential: Campaign setup, keywords, ad copy and assets

Included from Essential

13. Starting your first campaign: understanding the campaign objective, campaign setup and settings explained in detail
14. Targeting methods: device, location and language targeting, presence vs interest location options
15. Budget and advanced settings: daily budgets, ad delivery method, ad scheduling and ad rotation
16. Ad groups: organising your account, creating a new ad group, how ad groups work and ad group status
17. Keywords: introduction to keywords, broad, phrase and exact match types with examples
18. Keyword research: the Keyword Planner tool, search volumes and forecasts (formerly the Traffic Estimator)
19. Negative keywords: negative match types, shared negative lists and preventing cross triggering between ad groups
20. Quality Score and ad rank: expected CTR, ad relevance, landing page experience and actual CPC calculation
21. Keyword bidding: keyword-level bids, bid adjustments and first-page bid estimates
22. Ad text: creating ad copy, types of ad copy and responsive search ads, which replaced expanded text ads
23. Dynamic keyword insertion: syntax, default text and when to use it safely
24. Assets (formerly ad extensions): location, sitelinks, call, app, callouts, structured snippets, price and seller ratings
25. Ad Preview and Diagnosis tool: checking ad eligibility, diagnosing issues and reading the search terms report
26. Google Ads policies: prohibited and restricted content, editorial standards and fixing disapprovals in Policy manager

DAY 3 Intermediate: Bidding, landing pages and conversion tracking

Included from Intermediate

27. Bid strategies: manual vs automated bid strategies and choosing one for each campaign goal

28. Smart Bidding: Target CPA, Target ROAS, Maximize conversions and Maximize conversion value
29. Other strategies: Maximize clicks, Target impression share, and retired search page location, outranking share and Enhanced CPC
30. Landing pages: use of landing pages, types of landing pages and elements of an effective landing page
31. Testing the landing page: A/B testing, Google Ads experiments, landing page performance and destination policy
32. Conversion tracking: campaign objectives, types of conversions, conversion sources and setting up conversion actions
33. Conversion settings: conversion windows, counting options and attribution models (data-driven vs last click)
34. Tagging: the Google tag, conversion tracking tag, Google Tag Manager configuration and how Analytics tracking code works
35. Google Analytics 4: linking accounts, importing GA4 key events (formerly goals) and audiences
36. Offline and call conversions: importing offline conversions, tracking calls in Google Ads and through third-party tools
37. Privacy and measurement: Consent Mode v2, enhanced conversions and first-party data
38. Automation: automated rules, Google Ads scripts and bulk edits in Google Ads Editor
39. Troubleshooting: low impressions, limited by budget, low Quality Score, disapprovals and conversion tracking gaps

DAYS 4-5 **Advanced: Shopping, Performance Max, multi-channel and scale** — New at this level

40. Shopping ads: product listing ads, Google Merchant Center, product feeds and Shopping campaign structure
41. Performance Max: asset groups, audience signals, feeds, brand exclusions and insights reporting
42. Dynamic Search Ads and AI Max for Search: page feeds, dynamic ad targets and keywordless matching
43. Display campaigns: targeting tools (audiences, topics, placements), responsive display ads and display campaign reporting
44. Video and YouTube ads: in-stream, in-feed and Shorts formats, Demand Gen and video reach campaigns
45. Smart campaigns (formerly AdWords Express): where they suit small businesses and their limits
46. Microsoft Advertising (formerly Bing Ads): getting started, features and importing Google Ads campaigns
47. Microsoft Advertising Editor and billing: bulk edits, billing setup and Microsoft campaign optimisation
48. Meta Ads: getting started with Facebook and Instagram ads in Ads Manager, Advantage+ campaigns, Pixel and Conversions API
49. Audience strategy: remarketing, Customer Match, in-market and custom segments and optimised targeting
50. Scaling accounts: structure for large catalogues, portfolio bid strategies, shared budgets and manager accounts
51. Reporting and analysis: custom reports, Looker Studio dashboards, incrementality and cross-channel budget allocation
52. Capstone: plan, launch and optimise a multi-channel PPC programme with tracking and a reporting dashboard

PRACTICE

Hands-on labs

You build these yourself during the course, guided by the trainer.

FOUNDATION **Set up a Google Ads account**

Create a Google Ads account with correct currency, time zone, billing and user access, and plan a campaign and ad group structure for a website.

ESSENTIAL

Launch a first Search campaign

Research keywords, build tightly themed ad groups with negatives, write responsive search ads with assets and check them in the preview tool.

INTERMEDIATE

Implement full conversion tracking

Track form leads, calls and offline sales with the Google tag, Tag Manager and GA4, then switch a campaign to a Target CPA strategy.

ADVANCED

Run a multi-channel PPC programme

Build a Merchant Center feed, a Performance Max campaign and a Microsoft Advertising import, then report results across channels in Looker Studio.

HOW YOU CAN LEARN

Formats and fees

The same agenda in four formats. Fees are in Indian rupees as of November 2026; the course page shows them in your currency.

FORMAT	DURATION	WHAT YOU GET	FEE
Live & interactive (online)	Max 8-10 hours	Instructor-led public batch of max 10 learners with demos, labs, Q&A and assignment review. Weekday batches start on the 1st of every month, weekend batches on the first Saturday of every month.	**INR 34,999**
1:1 live training (online)	Max 8-10 hours, one-to-one	The same agenda, taught one-to-one by the trainer. Starts immediately, without waiting for the next batch; sessions planned around your working hours, at your pace.	**INR 99,999**
Self-paced video	1-year LMS access	All four Ppc levels, plus 20+ more courses and 50+ tools, at your own pace.	**INR 833/month** billed yearly at INR 9,996
Corporate (day-wise)	5 days for this level	A private batch for your team, on demand. Foundation 1 day, Essential 2, Intermediate 3, Advanced 5 (cumulative).	**Quote on request**

ASSESSMENT AND CERTIFICATE

Your progress is checked through hands-on labs and assignments at every level. On completion you receive a DevOpsSchool certificate of completion with a unique credential ID that anyone can verify at devopsschool.com/certificates.

INCLUDED WITH EVERY LIVE BATCH

- Every live session is recorded and stays in your LMS for a year.
- Can't attend your batch? Move to next month's batch.
- Free demo class before you pay.
- Free 10-15 minute call with an advisor or the trainer to check the course fits you.

YOUR TRAINER

Learn from Rajesh Kumar

Principal Architect, trainer and mentor in DevOps, SRE, DevSecOps and platform engineering, with 20 years across 8+ software MNCs, including Staff DevOps/SRE Engineer for a leading Japanese mobile-payment platform and Principal DevOps Architect and Manager in Europe.

Profile: www.rajeshkumar.xyz · Videos: youtube.com/@TheDevOpsSchool

20 years in industry	**200+** corporate trainings
10,000+ engineers mentored	**70+** organisations coached

REVIEWS

What learners say

Rated 4.6 on Google · more reviews at devopsschool.com/testimonials and in our video testimonials.

> “Rajesh is very good trainer. Rajesh was able to resolve our queries and question effectively. We really liked the hands-on examples covered during this training program.”
>
> Indrayani, India

> “The training was very useful and interactive. Rajesh helped develop the confidence of all.”
>
> Abhinav Gupta, Pune

START YOUR PPC TRAINING

Join the next batch

Weekday batches start on the 1st of every month and weekend batches on the first Saturday of every month, with max 10 learners each. 1:1 training can start immediately; corporate batches run on demand. We reply within 1 hour.

Pay by UPI, credit and debit cards, net banking or PayPal. Before you pay, read our refund policy. All levels of this course: www.devopsschool.com/courses/ppc/

ENROL OR RESERVE A SEAT
Ppc Advanced Training

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