

SKILLSER PRACTICE PACK

Google Ads Fundamentals

Digital Marketing • Beginner • 6 hours

Create a measurable campaign asset or plan for a defined audience.

Use this pack beside the course

- Set one observable result for the course.
- Complete the practical activity before marking the lesson complete.
- Keep evidence: screenshots, files, calculations, recordings, photos or finished samples.
- Use the checkpoint feedback to decide what to review.
- Treat the Skillser certificate as proof of course completion, not external accreditation.

1. Define your course outcome

Write a result another person could inspect. Avoid goals such as “understand more”. Prefer “I can create / explain / analyse / produce / perform ...”.

My outcome for Google Ads Fundamentals

What I can already do

My constraints

- Time available each week
- Phone-only or limited device access
- Internet/data cost
- Budget for tools or materials
- Confidence or previous experience
- A current rule, platform interface or policy may need verification

2. Working principles

Use these principles while you move through the course. They are designed to keep practice connected to a result.

1. Define audience, desired action and measurement.

Write one decision or example from your own context where this principle matters.

2. Write a message around one useful problem or goal.

Write one decision or example from your own context where this principle matters.

3. Choose the channel because it fits the audience and intent.

Write one decision or example from your own context where this principle matters.

4. Review results against the objective, not vanity metrics.

Write one decision or example from your own context where this principle matters.

3. Three practical challenges

Do these away from the lesson player. Each challenge should leave evidence you can keep.

Challenge 1

Write one audience statement and one desired action.

What I produced / what happened

What I would improve next

Challenge 2

Create one publish-ready campaign/content asset with a clear CTA.

What I produced / what happened

What I would improve next

Challenge 3

Build a measurement sheet and define what result would make you change the plan.

What I produced / what happened

What I would improve next

4. Capstone brief

Create a measurable campaign asset or plan for a defined audience.

Capstone output

Create one final output that demonstrates the central skill in **Google Ads Fundamentals**. It should be specific enough for another person to inspect and should include evidence of your process, not only the final result.

Problem or goal

Tools / materials / information needed

Steps and timeline

Evidence I will keep

5. Review and next step

Score the work honestly. The purpose is to decide what to practise next.

Criterion	1	2	3	4
Clarity	Unclear	Partly clear	Clear	Very clear
Quality	Frequent errors	Some errors	Meets standard	Consistent
Process	Cannot explain	Incomplete	Repeatable	Adaptable
Evidence	Little proof	Some proof	Clear proof	Portfolio-ready
Reflection	No review	General	Specific	Tested improvement

My next 30-day practice plan

Content review note

Where this course depends on current laws, tax rules, CAC procedures, exam policies, financial products, software interfaces, advertising platforms, security guidance or regulated professional advice, verify the current official source before acting.