INVENTATEQ
LEARN SKILLS • GET PLACED

MASTER PPC
COURSE With Placement

Build In-Demand Professional Expertise with Real-Time Hands-on Ppc Training

BEST RATED ON TOP PLATFORMS

Google Reviews ★★★★★ | Trustpilot ★★★★★ | Sulekha ★★★★★

COURSE BENEFITS

- ✓ 100% Practical & Real-Time Hands-on Labs
- ✓ End-to-End Capstone Implementation Projects
- ✓ Industry Recognized Certification Preparation
- ✓ 100% Dedicated Placement Support in MNC's & Mock Interviews

15+	500+	25K	15K
YEARS OF EXCELLENCE	HIRING PARTNERS	STUDENTS TRAINED	STUDENTS PLACED

Chat on WhatsApp
FREE Career Counselling
+91 85500 00909

STARTS HERE !

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ARE YOU FACING THESE CHALLENGES ?

- Still searching for your first job after graduation?
- Worried about the Gap? And don't know how to start your career?
- Stuck in a low-salary job? and seeking for better growth opportunities?
- Fear of switching to an IT career from a non-IT background
- Not getting interview calls despite applying to 100+ jobs?

TOO MUCH THEORY
NO PROJECTS
SKILL GAP
NO GUIDANCE

How Inventateq Helps You

Waiting Ends. Careers Begin.

Build job-ready skills. Start applying with confidence.

Turns Gaps into Comebacks

Close skill gaps. Rebuild your career

Break Free. Move Forward

Learn in-demand skills. Take your next career step.

Doubt Out. Confidence In.

Practice real skills. Walk into interviews prepared.

Turn Rejections into Chances

Turn every setback into skills employers value.

Be Smart Learn AI

Learn AI tools. Work smarter. Stay updated

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ABOUT INVENTATEQ

Inventateq is a leading IT training and placement company committed to transforming learners into Industry ready professionals

Our Mission

To deliver high-quality education, practical slots and career opportunities that empower individuals to achieve their dreams

Our Vision

To be a globally recognised training company known for innovation, quality and impactful learner outcomes.

Why Thousands Choose Inventateq?

15+	500+	25,000+	15,000+
Years of Excellence	Hiring Partners	Students Trained	Students Placed

We Collaborate With

Deloitte. | Capgemini | amazon | HCL | Tech Mahindra

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WHY LEARN PPC ?

Enterprises worldwide are actively hiring certified Ppc professionals to drive critical business operations, digital transformation, and modernization.

CAREER SCOPE OF PPC

Exponential Industry Demand
Rapid enterprise adoption across global IT firms, MNCs, and

INDUSTRY-RECOGNIZED CERTIFICATION

technology centers

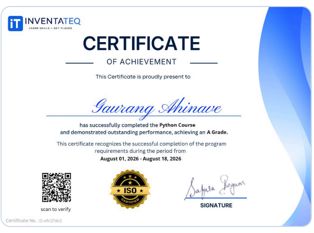
Premium Salary Compensation
Command competitive compensation packages with rapid growth milestones

Cross-Industry Opportunities
Versatile skill set applicable across technology, consulting, finance, and core sectors

Future-Proof Career Growth
Long-term job security supported by ongoing digital modernization and tooling investment

Global Certification Pathways
Direct alignment with recognized industry certifications to validate your competence

Worldwide Job Prospects
Open doors to roles in major Indian tech hubs as well as international remote positions



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CERTIFICATE
OF ACHIEVEMENT

This Certificate is proudly present to

Gaurang Ahinave

has successfully completed the **Python Course**
and demonstrated outstanding performance, achieving an **A Grade.**

This certificate recognizes the successful completion of the program requirements during the period from
August 01, 2026 - August 18, 2026

scan to verify

ISO CERTIFIED

Safura Begum
SIGNATURE

Certificate No. : D-afc27dc2

QR Verified   Globally Valid   ISO 9001:2015

Direct Business Impact. Fast-Growing Industry Demand. High Career Mobility.

Average Ppc Professional Salary in India

₹5.5 LPA – ₹18 LPA

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WHY INVENTATEQ ?

Because we have placed over 15,000+ students and we can place you as well

STUDENT PLACEMENTS

- ✓ 100% Placement Assurance Support
- ✓ 500+ Top Tech Hiring Partners
- ✓ Resume & LinkedIn Optimization
- ✓ Industry Mock Technical Interviews
- ✓ Unlimited Interview Calls Until Placed

COURSE & PLACEMENT VIDEOS

Student Genuine Feedback
Inventateq Reviews & Student Genuine Feed...
Inventateq Bangalore Reviews
Watch Video

Practical Training Success
Inventateq Reviews & Student Genuine Feed...
Industry Tech Career
Watch Video

Placement Story
Ananya's Placement Success Story | AI Course ...
Campus to MNC Offer
Watch Video

Interview Skills & Growth
Free Interview Skills Development Classes for...
Free Student Masterclass
Watch Video

> **At Inventateq, Your Success is Our Mission !**

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GUARANTEED PLACEMENT SUPPORT

We don't just teach, we prepare you for the real world!

- ✓ Aptitude Training
- ✓ Technical Training
- ✓ Mock Interviews
- ✓ HR Interview Preparation
- ✓ Resume Preparation
- ✓ Cover Letter Preparation
- ✓ LinkedIn Profile Optimisation
- ✓ Job Portal Access
- ✓ Placement Drives & Hiring Events

OUR RECRUITMENT PARTNERS

TATA
Infosys
wipro
Capgemini
Tech Mahindra
LARSEN & TOUBRO
HCL TECH
accenture

OUR PLACEMENT STATS

Our placement record reflects consistent growth, with students securing opportunities across leading companies in diverse industries.

15,000+	500+	95%	6 LPA
Students Placed	Companies Hired	Placement Ratio	Average Package

Check Most Recent Placements

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CAREER PROGRESSION

Job responsibilities, technical competency and portfolio evidence for each role.

ROLE PATHWAY	TYPICAL RESPONSIBILITIES	PORTFOLIO PROOF
Ppc Associate	Manage core PPC Marketing tasks, configure tooling, and support delivery.	Practical PPC Marketing setup files, exercise scripts, and documentation.
Ppc Specialist	Build practical Keyword Research workflows, implement features, and resolve issues.	Functional Keyword Research modules, workflow configs, and practical deliverables.
Senior Ppc Lead	Lead Ppc technical delivery, design solutions, and set standards.	Complete Ppc capstone artifacts, technical blueprints, and reports.

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SKILLS ROADMAP

Progress from core foundations to production-ready enterprise workflows.

MILESTONE	PRACTICAL OUTPUT	REVIEW EVIDENCE
Milestone 1 (Foundations)	Master fundamental PPC Marketing concepts, environment setup, and tools.	Configured PPC Marketing workspace and verified practice exercises.
Milestone 2 (Implementation)	Develop practical Keyword Research workflows and functional domain modules.	Working Keyword Research project modules and validated practice outputs.
Milestone 3 (Advanced Workflows)	Implement advanced Display features, integrations, and optimizations.	Validated Display configurations and technical review outputs.

Milestone 4 (Production Capstone)	Deliver an end-to-end Ppc capstone project and technical review.	Complete Ppc project portfolio artifact and defense.

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DETAILED MODULE PLAN

11 in-depth modules • 3 Months Duration • Hands-on practical training

1 Module 1: Introduction to PPC Marketing

- What is Pay Per Click (PPC)?
- PPC vs SEO
- Search Engine Marketing (SEM) Overview
- Benefits of Paid Advertising
- PPC Campaign Structure

GUIDED LAB
Log in to the system, practice basic navigation, and complete your first Pay Per Click (PPC) exercise.

INTERVIEW & ASSESSMENT
Explain what Pay Per Click (PPC) is used for and why companies choose it in simple words.

2 Module 2: Google Ads Fundamentals

- Google Ads Account Setup
- Campaign Types (Search, Display, Video, Shopping)
- Ad Groups and Campaign Structure
- Keyword Match Types
- Ad Auction and Quality Score

GUIDED LAB
Complete a guided practical exercise on Google Ads Account Setup and verify your results.

INTERVIEW & ASSESSMENT
Explain the core purpose of Google Ads Account Setup and how you use it in real job roles.

3 Module 3: Keyword Research for PPC

- Keyword Planning Techniques
- Negative Keywords
- Competitor Keyword Analysis
- Search Intent in PPC
- Tools for Keyword Research

GUIDED LAB
Build a simple decision script that checks user input and repeats actions automatically.

INTERVIEW & ASSESSMENT
Explain when to use loops versus if-else conditions in simple words.

4 Module 4: Ad Creation & Copywriting

- Writing High-Converting Ad Copies
- Headlines and Descriptions
- Call-to-Action (CTA) Strategies
- A/B Testing Ads
- Responsive Search Ads

GUIDED LAB
Style a webpage using modern layout rules so it looks great on phones and laptops.

INTERVIEW & ASSESSMENT
Explain how to make a web page adjust cleanly to different screen sizes.

5 Module 5: Bidding & Budget Management

- CPC, CPM, CPA Models
- Bidding Strategies
- Budget Allocation
- Conversion Tracking Setup
- ROI Optimization

GUIDED LAB
Complete a guided practical exercise on CPC and verify your results.

INTERVIEW & ASSESSMENT
Explain the core purpose of CPC and how you use it in real job roles.

6 Module 6: Display & Video Advertising

- Google Display Network (GDN)
- Banner Ad Creation
- YouTube Ads Basics
- Remarketing Campaigns
- Audience Targeting

GUIDED LAB
Complete a guided practical exercise on Google Display Network (GDN) and verify your results.

INTERVIEW & ASSESSMENT
Explain the core purpose of Google Display Network (GDN) and how you use it in real job roles.

7 Module 7: Landing Page Optimization

- Landing Page Design Principles
- Conversion Rate Optimization (CRO)
- User Experience (UX) Basics
- A/B Testing Landing Pages
- Lead Generation Funnels

GUIDED LAB
Complete a guided practical exercise on Landing Page Design Principles and verify your results.

INTERVIEW & ASSESSMENT
Explain the core purpose of Landing Page Design Principles and how you use it in real job roles.

8 Module 8: Analytics & Performance Tracking

- Google Ads Reports
- Google Analytics (GA4)
- Conversion Tracking
- KPI Measurement
- Campaign Optimization Techniques

GUIDED LAB
Complete a guided practical exercise on Google Ads Reports and verify your results.

INTERVIEW & ASSESSMENT
Explain the core purpose of Google Ads Reports and how you use it in real job roles.

9 Module 9: Advanced PPC Strategies

- Remarketing & Retargeting
- Audience Segmentation
- Automation in Google Ads
- Smart Bidding Strategies
- Scaling Campaigns

GUIDED LAB
Complete a guided practical exercise on Remarketing and verify your results.

INTERVIEW & ASSESSMENT
Explain the core purpose of Remarketing and how you use it in real job roles.

10 Module 10: Tools & Platforms

- Google Ads
- Google Analytics
- Google Keyword Planner
- SEMrush / Ahrefs (Overview)
- Meta Ads Manager (Overview)

GUIDED LAB
Complete a guided practical exercise on Google Ads and verify your results.

INTERVIEW & ASSESSMENT
Explain the core purpose of Google Ads and how you use it in real job roles.

11 Module 11: Real-Time Projects

- Google Search Campaign Setup
- Lead Generation Campaign
- E-commerce PPC Campaign
- YouTube Ads Campaign
- Resume Building & Interview Preparation
- Course Outcomes
- Upon successful completion of this course, learners will be able to:
- Create and manage effective PPC advertising campaigns.

GUIDED LAB
Complete an end-to-end practical project bringing together everything you built in this course.

INTERVIEW & ASSESSMENT
Present your completed project and explain your key design decisions with confidence.

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REAL-WORLD PORTFOLIO PROJECTS

Practical industry scenarios, tools applied, and demonstrable project outcomes.

Project 1: Google Search Campaign Setup

What it is: Set up the core PPC Marketing environment and configure essential business settings.

What you do: Initialize base configurations, create clean templates, and verify workflow controls.

Tools used: Ppc, PPC Marketing, Pay Per Click

Project outcome: Working project foundation configured and tested according to best practices.

Project 2: Lead Generation Campaign

What it is: Build practical Google Ads modules to handle everyday business operations.

What you do: Create core functional components, validate input data, and prevent common errors.

Tools used: Ppc, Google Ads, Google Ads Account

Project outcome: Functional business module ready to run and demo with zero manual errors.

Project 3: E-commerce PPC Campaign

What it is: Connect Ad Creation Copywriting with Writing High Converting to automate data and team workflows.

What you do: Set up automated pipelines, link required services, and run end-to-end tests.

Tools used: Ppc, Ad Creation Copywriting, Writing High Converting

Project outcome: Live automated workflow pipeline documented with clear usage guides.

Project 4: YouTube Ads Campaign

What it is: Optimize Display Video Advertising workflows for security, speed, and reliability.

What you do: Audit performance bottlenecks, apply security rules, and optimize execution speed.

Tools used: Ppc, Display Video Advertising, Google Display Network

Project outcome: Production-grade technical deliverable ready to add to your personal portfolio.

Project 5: Course Outcomes

What it is: Implement advanced Analytics Performance Tracking features matching real industry requirements.

What you do: Configure custom settings, automate repetitive tasks, and test business logic.

Tools used: Ppc, Analytics Performance Tracking, Google Ads Reports

Project outcome: Production-grade technical deliverable ready to add to your personal portfolio.

Project 6: Ppc End-to-End Capstone

What it is: Build a complete, production-ready Ppc project bringing all skills together.

What you do: Design, code, test, and document a full project workflow from scratch to launch.

Tools used: Ppc, Tools Platforms, Google Ads

Project outcome: Verified capstone project ready to showcase on your resume and interview calls.

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ASSESSMENT FRAMEWORK

Module tests, practical evaluations, capstone and completion criteria.

COMPONENT	ASSESSMENT FOCUS	PASS EVIDENCE
Module Knowledge Quizzes	Core PPC Marketing principles, industry terminology, and workflow concepts	Consistent passing score across syllabus unit evaluation tests
Lab Submissions & Practice Reviews	Hands-on Keyword Research implementation, configuration, and practical exercises	Working lab deliverables satisfying practical evaluation rubrics
Hands-On Mini Projects	Independent problem-solving using intermediate Display techniques	Functional project artifacts addressing realistic domain scenarios
Final Production Capstone	End-to-end Ppc implementation, quality review, and delivery	Complete capstone submission with technical walkthrough review
Technical Mock Viva	Technical reasoning, troubleshooting approaches, and communication	Successfully defending project decisions in structured mock panels

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RESUME, GITHUB & LINKEDIN

Evidence-based resume writing and professional project presentation.

Modular GitHub repository per project with setup steps, dependencies, and clean commits.

Detailed PPC Marketing diagrams, component specifications, and end-to-end workflows.

Visual project sheets, live demonstration walkthroughs, and verified functional outputs.

Project documentation covering Keyword Research setup, configuration steps, and test notes.

Direct resume bullet points highlighting hands-on Ppc tools and technical outcomes.

Structured practice for technical interview pitches, walkthroughs, and viva defense.

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OUR STUDENT

Meet the learners who turned their goals into successful careers through dedication, skill, and continuous growth.

READ REVIEWS

MS. SNEHA
Placed at Wipro (9.5 LPA)

"The practical lab sessions gave me the confidence to transition into enterprise roles. Working on real-world datasets helped me clear technical interviews effortlessly!"

Course Completed : **Ppc Specialist**

G ★★★★★

MR. HARSHIT
Placed at Accenture (11.2 LPA)

"Inventateq's focus on industry capstone projects and mock interviews was game-changing. The mentors guided me through every real-world implementation hurdle."

Course Completed : **Ppc Specialist**

G ★★★★★

MR. KARTHIK
Placed at Capgemini (10.5 LPA)

"Moving from beginner theory to hands-on enterprise tools was seamless. The portfolio defense preparation helped me crack my MNC placement round!"

Course Completed : **Ppc Specialist**

G ★★★★★

WATCH VIDEOS

Watch real stories from our students as they talk about their journey, growth, and placement success.

Inventateq Reviews & Student Genuine Feedback Bangalore

✓ Course Video 1 • Student Feedback

Watch Story

Inventateq Reviews & Student Genuine Feedback Bangalore

✓ Course Video 2 • Student Feedback

Watch Story

₹9.2 LPA
MS. ANANYA

Ananya's Placement Success Story | AI Course | 6.5 LPA at Accenture| Inventateq

✓ Course Video 3 • Student Feedback

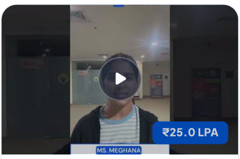
Watch Story

Classes @ INVENTATEQ.COM
₹6.8 LPA
Get JOB Ready: 7676765421

Free Interview Skills Development Classes for Freshers & College Students

✓ Course Video 4 • Student Feedback

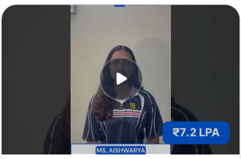
Watch Story



Ms. Meghana Upskilled & Placed at 25 LPA

✓ Top Offer • Enterprise Consultant

Watch Story



Ms. Aishwarya Placed for 7.2 LPA Package

✓ Verified Offer • Software Dev

Watch Story

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JOB HUNTING ENDS HERE

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