

MELINIA ACADEMY



# GOOGLE ADS & HIGH-INTENT MARKETING

ASSIGNMENT / PRACTICAL PROJECT

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## Rules:

- No copy-paste definitions
- Use real businesses, real keywords, and real logic
- Screenshots, mock setups, or flow diagrams are encouraged
- Think like a performance marketer spending real money

## TASK 1: UNDERSTANDING HIGH-INTENT MARKETING

### Conceptual + Practical Task:

Explain high-intent marketing by answering:

- What does “high intent” mean in user behavior?
- Difference between high-intent and low-intent traffic
- Why search ads convert better than many other channels

### Practical Activity:

Give examples of:

- 5 high-intent search queries
- 5 low-intent search queries

Explain how buying mindset changes with intent.



## TASK 2: GOOGLE ADS ECOSYSTEM OVERVIEW

### Understanding Task:

Explain the Google Ads ecosystem, including:

- Google Search Network
- Display Network (overview only)
- YouTube Ads (overview only)
- Role of Google Ads account structure

Explain:

- Account → Campaign → Ad Group → Ads → Keywords
- Why structure matters for performance and cost control

## TASK 3: KEYWORD RESEARCH FOR GOOGLE ADS

### Live Research Task:

Choose **one** business type:

- Local service
- E-commerce product
- Coach or consultant



Perform keyword research using:

- Google Keyword Planner
- Google Search suggestions
- Competitor ads (manual observation)

### Deliverables:

- List at least 15 relevant keywords
- Separate keywords by:
  - Commercial intent
  - Transactional intent
  - Informational intent

## TASK 4: SEARCH INTENT MAPPING

### Strategy Task:

Choose **one core service or product**.

### Map:

- Keyword intent
- Ad message angle
- Landing page goal

Create a simple table showing:

- Keyword
- User intent
- Ad promise
- Landing page action

Explain why intent mismatch increases cost and lowers conversions.

## TASK 5: CREATING GOOGLE SEARCH CAMPAIGNS

### Practical Campaign Planning Task:

Explain step-by-step:

1. Campaign goal selection
2. Network selection
3. Location and language targeting
4. Ad group creation
5. Keyword match types (broad, phrase, exact)
6. Ad copy structure

Create a **mock campaign structure** for your chosen business.

# TASK 6: BUDGETING, BIDDING & COST CONTROL

## Financial Strategy Task:

Explain:

- Daily vs monthly budget logic
- CPC, CPA, and ROAS basics
- Manual bidding vs automated bidding
- Importance of Quality Score in cost control

Create a **starter budget plan** for a beginner campaign and justify it.

# TASK 7: LANDING PAGE ALIGNMENT FOR GOOGLE ADS

## Conversion Optimization Task:

Choose **one landing page** (real or hypothetical).

Explain:

- Why Google Ads traffic needs focused landing pages
- Key landing page elements for search ads
- Message match between keyword, ad, and page

Identify at least **5 improvements** to increase conversion rate.

# TASK 8: CONVERSION TRACKING & ANALYTICS

## Technical Understanding Task:

Explain:

- What conversion tracking is
- Difference between clicks, conversions, and leads
- Role of Google Tag, Google Analytics, and Google Ads conversions

Explain the flow:

Ad click → Website → Action → Data in Ads account



# TASK 9: OPTIMIZATION & PERFORMANCE IMPROVEMENT

## Data-Driven Task:

Explain:

- How to evaluate keyword performance
- When to pause or scale keywords
- Importance of search term reports
- Use of negative keywords

Explain how continuous optimization reduces cost and improves ROI.

# TASK 10: COMMON GOOGLE ADS MISTAKES

## Critical Thinking Task:

Identify and explain **at least 10 common mistakes**, such as:

- Targeting wrong intent keywords
- Sending traffic to homepage
- Ignoring negative keywords
- Poor ad copy relevance
- No conversion tracking
- Overbidding without data
- Mixing search and display
- One ad group with too many keywords
- Expecting instant profit
- Ignoring landing page quality



Explain the real impact of each mistake.

# TASK 11: GOOGLE ADS POLICIES & BEST PRACTICES

## Policy Awareness Task:

Explain:

- Why Google Ads policies exist
- Common policy violations
- Restricted and prohibited categories
- Importance of transparency and user safety

Explain best practices for:

- Ad copy compliance
- Landing page quality
- Account health and long-term stability

## FINAL REFLECTION TASK (Mandatory)

Reflection Writing (Minimum 300 words):

Answer:

- How your understanding of Google Ads and intent marketing has evolved
- Why intent matters more than traffic volume
- How search ads support business growth
- How you would approach Google Ads differently as a marketer
- What mindset is required to manage ad spend responsibly



This section evaluates whether you think like a **high-intent performance marketer**.

## Submission Guidelines

- Format: PDF, DOC, or PPT
- Clear task-wise headings
- Screenshots, tables, or mock setups encouraged
- Original analysis is mandatory