

# PPC for Beginners

Course code: IMPPC

Discover the fundamental principles of PPC advertising and learn everything from defining business goals and target audiences to setting up and evaluating campaigns on Google Ads and Sklik. Practical examples, useful real-world tips, and a workshop will help you create effective ads that deliver results. Not attending means falling a step behind the competition and missing the opportunity to take your business to the next level.

## Who is the course for

- Complete PPC beginner
- Online marketer
- E-shop manager or owner
- From another online field – wants to understand what PPC involves

## What we teach you

- You will learn how to define business goals and target audiences. You'll gain insights into choosing advertising channels and paid advertising strategies.
- You will learn basic online advertising terminology.
- You'll become familiar with the Google Ads and Sklik platforms.
- We'll explain various targeting methods and introduce ad formats.
- Step by step, we'll walk through setting up a complete advertising campaign.
- You'll learn how to evaluate campaigns and create reports.
- We'll share useful tips and real-world experience. Everything is tied together with fundamental PPC theory so you can better understand paid campaign strategy.

## Required skills

- No prior knowledge needed
- Active @gmail.com and @seznam.cz accounts
- If you already have experience with PPC, bring specific examples you'd like to consult on

## Course outline

### Google Ads

- Purchase cycle and strategy
- Glossary of terms
- Account and campaign setup
- Navigating the interface
- Search network and how search works
- Display network
- Targeting options
- Shopping and Performance Max campaigns
- Workshop – campaign setup and ad copy writing

### Sklik

- Account setup
- Interface
- Structure
- Targeting
- Workshop – campaign setup

### Final discussion

#### GOPAS Praha

Na Strži 2097/63  
140 00 Praha 4 - Krč  
Tel.: +420 226 201 390  
[info@gopas.cz](mailto:info@gopas.cz)

#### GOPAS Brno

Nové sady 996/25  
602 00 Brno  
Tel.: +420 530 513 590  
[info@gopas.cz](mailto:info@gopas.cz)

#### GOPAS Bratislava

Dr. Vladimíra Clementisa 10  
Bratislava, 821 02  
Tel.: +421 902 903 132  
[info@gopas.sk](mailto:info@gopas.sk)



Copyright © 2026 GOPAS, a.s.,  
All rights reserved