

How to Land a Google Ads Specialist Job

Advice from Two Industry Experts

*Is your goal to become a Google Ads Specialist? With a little expert guidance, you could be well on your way to a profitable career in the paid traffic industry. Just follow this advice from two of our top Google Ads Specialist **Riddhi Raj** and Account Manager **Yusuf Can Kazancioglu**.*

HOW TO LEARN GOOGLE ADS

- ✓ Work on real accounts whenever possible and learn from your mistakes
- ✓ Ask a LOT of questions—and make sure they're the right questions
- ✓ Get *really* good at the basics of Google Ads first
- ✓ Look to your industry colleagues for helpful tips and advice
- ✓ Take advantage of the most up-to-date training materials and courses
- ✓ Whenever possible, learn through practice, and share your knowledge
- ✓ Subscribe to the [Solutions 8 YouTube channel](#) for valuable tips and tutorials

COMMON GOOGLE ADS MISTAKES

- ✓ Attempting to create campaigns without learning the fundamentals
- ✓ Improper audience targeting (too broad or poorly refined targeting parameters)
- ✓ Not taking full advantage of the available data and analytics
- ✓ Trying to come up with a template for everything instead of thinking creatively
- ✓ Being overly boastful about your Google Ads successes to potential employers

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GA SPECIALISTS ESSENTIAL SKILLS

- ✓ Strong grasp of keyword research and bidding strategies
- ✓ Basic understanding of ad copywriting
- ✓ Basic understanding of landing page optimization
- ✓ Strong data analysis skills for evaluating campaign performance
- ✓ Effective communication abilities
- ✓ Essential management skills (e.g., planning, task prioritization, time management)
- ✓ Adaptability to the dynamic digital advertising landscape
- ✓ Creative thinking (vs. trying to brute-force your way into solving an issue)
- ✓ Problem solving (i.e., figuring it out as you go to save time and money)
- ✓ Looking beyond the Google Ads dashboard to see the bigger picture

ALSO BE PREPARED TO...

- ✓ Do more than create and manage campaigns
- ✓ Understand pricing strategies
- ✓ Understand the different advertising platforms outside of Google Ads
- ✓ Learn the industry and competitive landscape of each client
- ✓ Communicate effectively to manage clients' expectations
- ✓ Adopt a proactive and risk-averse approach to prevent potential issues
- ✓ Accept that some accounts just work—while others don't (*no matter how hard you try*)
- ✓ Understand there are no guarantees in Google Ads

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GA SPECIALIST TYPICAL DAY

- ✓ Review campaign performance and address any issues
- ✓ Communicate with clients to provide updates and discuss strategies
- ✓ Campaign management tasks (refine ad copy, adjust bids, monitor performance)
- ✓ Collaborate with colleagues and offer assistance when applicable
- ✓ Watch videos, browse articles, and research industry updates

ADVICE FOR BECOMING A GA SPECIALIST

- ✓ Gain as much Google Ads knowledge and experience as possible
- ✓ Start networking through professional platforms such as LinkedIn
- ✓ Attend live or virtual events to help you find job opportunities
- ✓ Gain practical experience through internships or freelance work
- ✓ Build your portfolio and be prepared for technical interviews and assessments
- ✓ Be continuously learning to stay up to date with industry trends
- ✓ Partner with others in the industry to jumpstart your career
- ✓ Offer low-cost services to businesses so you can hone your Google Ads skills
- ✓ Focus first on building references, connections, and experience
- ✓ Be honest, realistic, and humble

RESOURCES

- ✓ **Solutions 8 YouTube channel:** PPC strategies, tutorials, best practices, case studies
- ✓ **Solutions 8 Blog:** The latest Google Ads news and updates
- ✓ Solutions 8 **Free Stuff:** eBooks, checklists, templates, guides, and more
- ✓ **Paid Traffic Mastery:** The industry's most comprehensive paid traffic certification
- ✓ Our new book, ***You vs. Google: The Very Unauthorized Guide to Google Ads (2023)***