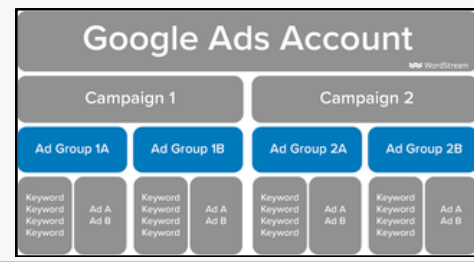


Everything Google Ads (PMax+Search) Expert Needs to Know

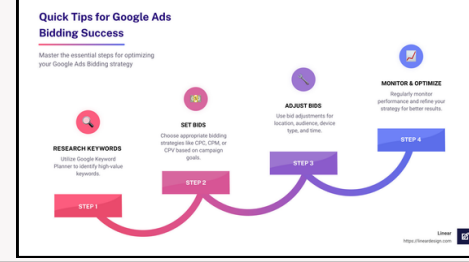
1. CAMPAIGN STRUCTURE BLUEPRINT

- A. Search campaign grouping rules
- B. PMax account structure checklist
- C. Dolnai structure diagnostic tool



2. BIDDING STRATEGY MASTERY

- A. Smart bidding setup guide
- B. Manual vs automated layering
- C. Dolnai bidding optimization matrix



3. QUALITY SCORE MASTERY (SEARCH)

- A. 48-hour QS improvement checklist
- B. RSA relevancy scoring
- C. Dolnai RSA audit

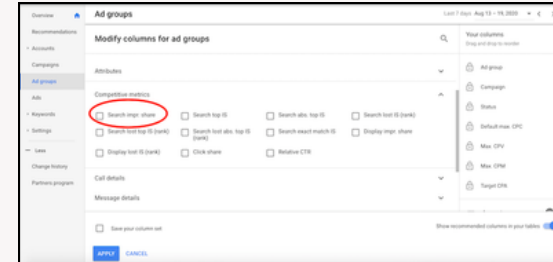
4. CONVERSION TRACKING MASTERY

- A. Complete tracking implementation
- B. Attribution clarity guide
- C. Dolnai performance drop protocol



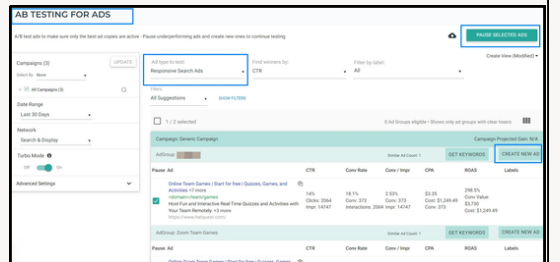
5. SEARCH TERM OPTIMIZATION

- A. Weekly search term review framework
- B. Dolnai Clout Words tool
- C. Cross-negative automation



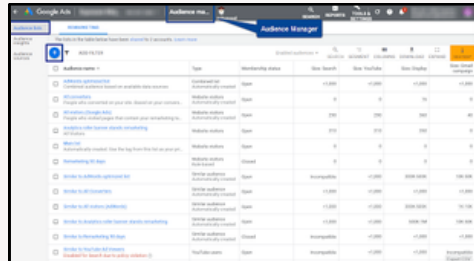
6. AD COPY OPTIMIZATION (RSAS)

- A. High-converting RSA templates
- B. Dolnai Ad Radiography insights
- C. Ad fatigue detection



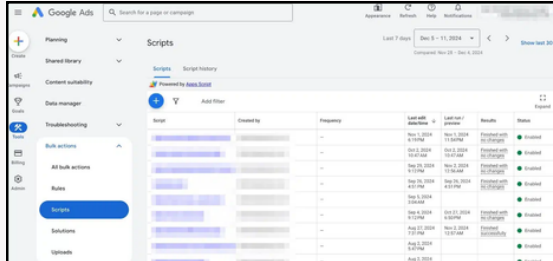
7. AUDIENCE TARGETING MASTERY

- A. Custom intent audiences (Search)
- B. PMax audience layering tips
- C. Dolnai audience mapping



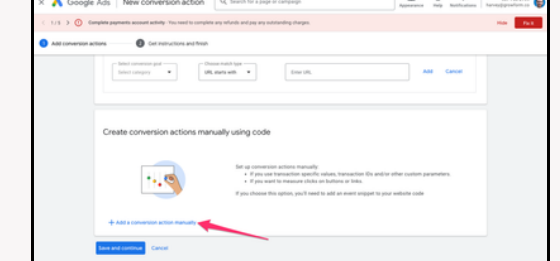
8. AUTOMATION & SCRIPTS

- A. Essential scripts for Search
- B. Dolnai AI-driven suggestions
- C. Automated alert systems



9. LANDING PAGE CONVERSION

- A. High-converting LP checklist
- B. Speed & UX optimization
- C. Dolnai Search-to-LP alignment

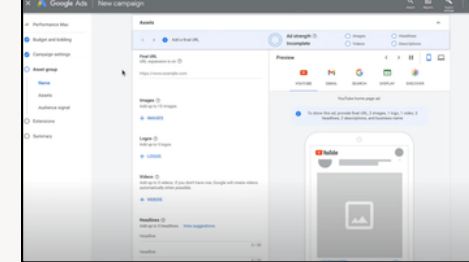


10. COMPETITIVE INTELLIGENCE

- A. Competitor ad spying (Search + PMax)
- B. Dolnai Competitor Spy tool
- C. Keyword opportunity tracking

11. PERFORMANCE MAX MASTERY

- A. Asset group optimization
- B. Dolnai PMax analyzer
- C. RSA + PLA alignment



12. ADVANCED BIDDING AUTOMATION

- A. Smart bidding optimization matrix
- B. Dolnai budget allocation insights
- C. Rule-based spend adjustments

13. CROSS-CHANNEL INTEGRATION

- A. Search + Display retargeting
- B. PMax + Shopping syncing
- C. Cross-channel remarketing tips



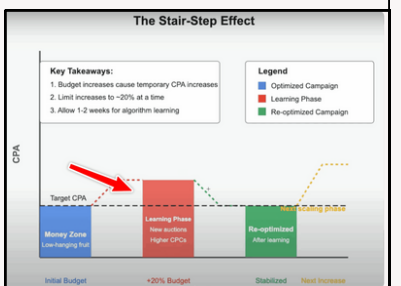
14. ROI TRACKING SYSTEMS

- A. Complete ROI tracking setup
- B. Multi-account performance reports
- C. Dolnai ROI clarity dashboards



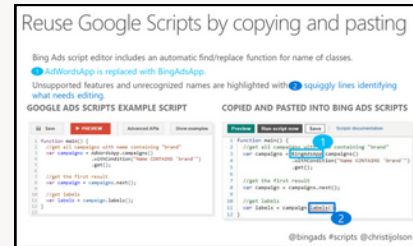
15. SCALING FRAMEWORKS

- A. Geographic expansion model
- B. Systematic scaling protocol
- C. Dolnai scaling insights



16. ADVANCED AUTOMATION SCRIPTS

- A. Budget monitoring
- B. Keyword expansion automation
- C. Dolnai custom recommendations



17. TESTING PROTOCOLS

- A. A/B ad testing frameworks
- B. Keyword match testing
- C. Dolnai test monitoring alerts

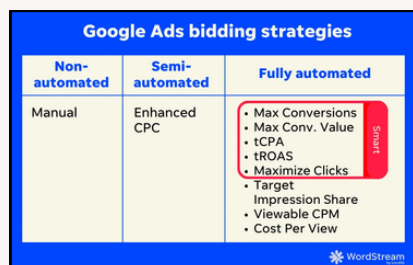


18. ADVANCED OPTIMIZATION

- A. RSA refinement
- B. Search term prioritization
- C. Dolnai auto-prioritization

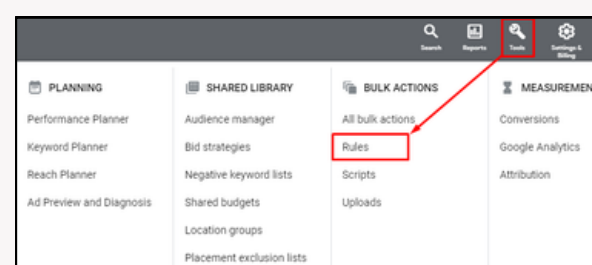
19. CAMPAIGN-SPECIFIC STRATEGIES

- A. eCom Search strategies
- B. SaaS lead-gen Search setups
- C. Dolnai tailored frameworks



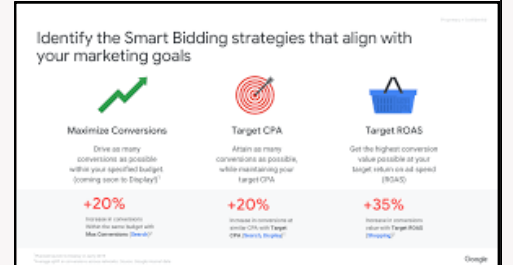
20. AUTOMATION ALERTS SYSTEM

- A. Drop detection alerts
- B. CPC/CVR anomaly alerts
- C. Dolnai custom alerting



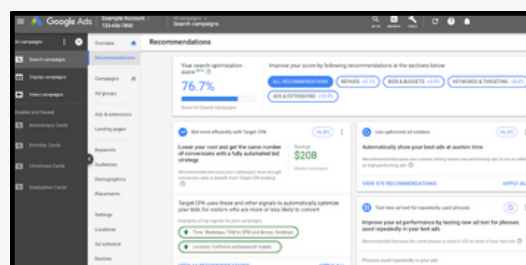
21. BIDDING STRATEGY TACTICS

- A. Smart bidding layering
- B. Manual overrides
- C. Dolnai adjustment insights



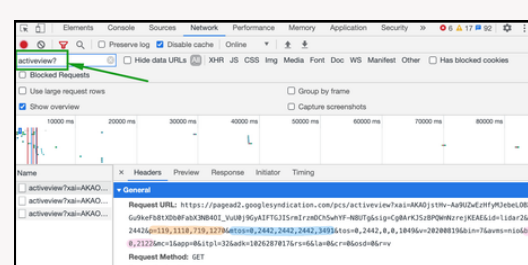
22. ACCOUNT OPTIMIZATION

- A. Weekly optimization protocol
- B. Monthly deep-dive reviews
- C. Dolnai reporting



23. TROUBLESHOOTING MATRIX

- A. Performance drop protocol
- B. RSA performance failure fix
- C. Dolnai "What changed?" tool



24. INDUSTRY-SPECIFIC OPTIMIZATION

- A. eCommerce optimization framework
- B. SaaS/Search lead-gen framework
- C. Dolnai vertical playbooks