

5 FREE RESOURCES TO START LEARNING PPC Today

A practical beginner roadmap for anyone who wants to become a PPC Expert in 2026

Inside this free bonus: 5 learning resources • what to learn first • a 30-day practice roadmap • PPC campaign checklist • portfolio-building ideas.

1. Google Skillshop

Start with Google's official learning environment for Google Ads. Focus on campaign fundamentals, Search campaigns and measurement. Learn the terminology and platform concepts before spending money on ads.

2. Microsoft Advertising Learning Resources

Microsoft Advertising is useful for learning broader search advertising concepts and campaign management. Studying more than one platform helps you separate core PPC principles from platform-specific features.

3. Meta Blueprint

If you want to learn paid social alongside search advertising, use Meta's official learning resources to understand objectives, audiences, creative, measurement and optimization.

4. Analytics & Conversion Measurement Learning

A good PPC specialist understands what happens after the click. Learn traffic sources, events, conversions and reporting so you can connect advertising activity with meaningful business outcomes.

5. Reputable PPC Communities & Industry Blogs

After learning the basics, follow experienced practitioners and established PPC publications for account audits, case studies and optimization ideas. Treat advice as ideas to test no universal rules.

The 30-Day PPC Practice Plan

Week 1: Learn PPC foundations-objectives, keywords, audiences and core metrics.

Week 2: Build a mock campaign structure for a fictional business.

Week 3: Write ad variations, map landing-page goals and define conversions.

Week 4: Create a sample performance report and explain what you would test next.

PPC Campaign Checklist

Clear objective
Relevant keywords or audiences
Logical campaign structure
Ads matched to user intent
Relevant landing page
Conversion action defined
Budget and bidding reviewed
Tracking checked
Reporting plan prepared

Build a Beginner PPC Portfolio

Create mock campaign plans for fictional businesses. Document your keyword research, campaign structure, ad variations and optimization ideas. Never present mock results as real client results.

Final Reminder

Courses teach concepts, but practical PPC skill develops through analysis, testing and optimization. Start with one platform, learn the fundamentals well, and build projects that demonstrate how you think.