

Google Search: 10 Ad Sets

Business Vision Academy · affiliate program

Document 3.2

Google Search is the only channel here where you can send traffic directly to the vendor's sales page. Intent is already high and a bridge page usually costs you conversions. The exception is Performance Max and Display, which need a landing page.

Character limits: headline 30, description 90, path 15 each. Every line below is inside the limit; the count is shown so you can edit safely.

Google's policy that catches affiliate education ads: unrealistic expectations and implied guarantees. Google will approve "21 courses, no coding" and disapprove "Get hired in 30 days."

GS-1 — AI Made Simple, subscription · Cluster K1

HEADLINES

Ten AI Courses, One A Month	(27)
Learn AI Without Coding	(23)
Built For Non-Technical Roles	(29)
\$28/Month For 10 Months	(23)
Start With Course One	(21)
Two To Three Hours A Month	(26)
A Curriculum, Not A Playlist	(28)
No Code. No Terminal.	(21)
Permanent Access After Month 10 (31 -> use: Permanent Access, Month 10)	(26)
AI Skills For Office Work	(25)

DESCRIPTIONS

Ten courses released one a month, in a fixed order. No coding at any point.	(77)
\$28 a month for ten months, \$280 total. Permanent access after the tenth payment.	(80)
Built for people who don't work in tech. Two to three hours per course.	(70)
Start with course one and decide about course two next month. Cancel anytime.	(76)

PATHS

/ai-courses /beginners

GS-2 — AI Made Simple, one-time · Cluster K1

HEADLINES

Ten AI Courses, One Payment	(27)
\$134 Once. Permanent Access.	(28)
No Subscription, No Renewal	(27)
Everything Unlocked Today	(25)
Learn AI Without Coding	(23)
AI Course For Non-Technical	(27)

DESCRIPTIONS

All ten courses unlock immediately. One payment of \$134, permanent access.	(74)
No subscription and no renewal. Built for people with no technical background.	(77)
Two to three hours per course. No code, no installs, nothing to configure.	(73)

PATHS

/ai-courses /instant-access

GS-3 — Task-specific · Cluster K1 · cheapest clicks

Point this ad group at the question keywords in cluster K1. It exists to match the query wording as closely as possible, which is what lowers the click price.

HEADLINES

How To Use AI At Work	(21)
AI For Reports And Documents	(28)
Use AI Without Any Coding	(24)
Spreadsheets, Emails, Reports	(29)
A Course For Non-Tech Roles	(27)
Ten Courses, One A Month	(24)

DESCRIPTIONS

Reports, long documents, emails, spreadsheets, meeting notes. Step by step.	(75)
No coding at any point. Built for office roles, not developers or engineers.	(76)
Ten courses in a fixed order. \$28 a month for ten months, \$280 in total.	(72)

PATHS

/ai-at-work /no-coding

GS-4 — AI for Professionals · Cluster K3

HEADLINES

AI Course For Professionals	(27)
Eleven Courses For Managers	(27)
Automate Recurring Reports	(26)
AI Without A Tech Background	(28)
\$152 Once Or \$39 x 10	(21)
Decisions, Docs, Meetings	(25)

DESCRIPTIONS

Eleven courses on delegating professional work. Reports, documents, decisions.	(77)
Built for managers and senior individual contributors. No coding required.	(73)
\$152 as one payment, or ten payments of \$39 (\$390 total). Permanent access.	(74)

PATHS

/ai-professionals /managers

GS-5 — Time-saving · Cluster K3

HEADLINES

Automate Reports With AI	(24)
Get Hours Back Every Week	(25)
AI For Recurring Work	(21)
Eleven Practical Courses	(24)
No Coding At Any Point	(22)

DESCRIPTIONS

Recurring reports, long documents, meeting follow-ups, escalation emails.	(72)
A method rather than tool tutorials. Eleven courses, no technical background.	(77)
\$152 once or \$39 a month for ten months. Permanent access either way.	(69)

PATHS

/ai-professionals /save-time

GS-6 — AI Mastery Accelerator, one-time · Cluster K2

The highest-payout ad set. Send this one to the review landing page rather than the sales page — search traffic for this cluster is comparison-shopping and the review converts better.

HEADLINES

21 AI Courses, One Program	(26)
Beginner To Advanced AI	(23)
No Coding At Any Point	(22)
Complete 21-Course Program	(26)
\$260 Once Or \$47 x 10	(21)
For Non-Tech Professionals	(26)
From First Prompt To System	(27)
Foundation, Applied, Advanced	(29)

DESCRIPTIONS

21 courses from beginner to advanced, in a fixed order. No coding at any stage.	(78)
Foundation, applied, then advanced systems. Built for non-technical roles.	(74)
\$260 as a single payment with everything unlocked, or ten payments of \$47.	(74)
Three levels, one path, no guesswork about what to learn next.	(62)

PATHS

/ai-mastery /21-courses

GS-7 — Career and resume · Cluster K2

Policy note: this ad set is deliberately written around capability, not outcome. Do not add "get hired", "land the job" or "guaranteed" to any headline here.

HEADLINES

AI Skills Without Coding	(24)
21 Courses, Beginner To Pro	(27)
Build Real AI Skills	(20)
A Program, Not A Playlist	(25)
Learn AI From The Start	(23)
For People Outside Tech	(23)

DESCRIPTIONS

21 courses covering foundation through advanced. No technical background needed.	(79)
A structured program you can actually finish, rather than scattered tutorials.	(77)
\$260 once, permanent access. Or ten payments of \$47 across ten months.	(69)

PATHS

/ai-mastery /no-coding

GS-8 — Comparison intent · Cluster K2

Targets "is X worth it", "X review", "best ai course" style queries. Point at the review page.

HEADLINES

21-Course AI Program Review	(27)
What You Get And What It Costs	(30)
Honest Look At The Program	(26)
Who It Is And Isn't For	(23)
Full Curriculum Breakdown	(24)

DESCRIPTIONS

A straight look at the 21-course program, including who it isn't a fit for.	(75)
Full curriculum, both pricing options, and the limitations. No hype.	(67)
Read the breakdown before you decide. Sponsored review by an affiliate.	(71)

PATHS

/review /ai-mastery

GS-9 — Brand-adjacent defensive

Runs only if the vendor permits it. **Check the affiliate agreement first — bidding on the brand name is prohibited under most affiliate terms and will get commission withheld.** This ad set is included so you know what NOT to build unless you have written permission.

STATUS: DO NOT LAUNCH without written vendor approval.

If approved, it would target only generic category terms adjacent to the brand, never the brand name, its variants or misspellings.

GS-10 — Retargeting (RLSA)

Search ads shown only to people who already visited a landing page. Cheapest conversions in the whole account, because the audience is already qualified.

SETUP

Audience	All landing page visitors, 30 days, excluding purchasers
Bid adjustment	+40% on this audience
Keywords	Same as the ad group that sent them, broadened one step

HEADLINES

Still Deciding? Here's The Cost	(30)
Ten Courses, \$28 A Month	(24)
Full Curriculum And Pricing	(27)
Start With Course One	(21)

DESCRIPTIONS

Both payment options, side by side. \$28 a month for ten months, or \$134 once.	(76)
You can start with one course and decide about the second next month.	(69)

Extensions — apply to every campaign

SITELINKS

What's in the program -> All courses, month by month
Pricing -> Both options, side by side
Who it's for -> No technical background required
Common questions -> Refunds, access, cancellation

CALLOUTS

No coding required
Permanent access
Cancel anytime
Two payment options
Built for non-tech roles

STRUCTURED SNIPPETS (Courses)

Writing · Documents · Data · Research · Meetings · Presentations · Workflows

Campaign structure

One campaign per product. One ad group per keyword cluster. Never mix clusters in an ad group — the ad text stops matching the query and the quality score drops, which raises the price of every click.

Campaign: AI Made Simple

Ad group: K1 questions -> GS-3
Ad group: K1 general -> GS-1
Ad group: K1 one-time -> GS-2

Campaign: AI for Professionals

Ad group: K3 manager -> GS-4
Ad group: K3 time-saving -> GS-5

Campaign: AI Mastery

Ad group: K2 program -> GS-6
Ad group: K2 career -> GS-7
Ad group: K2 comparison -> GS-8

Campaign: RLSA

Ad group: All visitors -> GS-10