SPEC PERFORMANCE MARKETING PROJECT

EN Global

Google Search Ads Campaign

Google Search Ads · Keyword Strategy · Ad Copy · Landing Page Alignment · Basic SEO

This is a speculative portfolio project created to demonstrate Google Search Ads campaign planning, keyword strategy, ad copy, landing page alignment and performance analysis.



Illustrative search result for the campaign

Campaign brief

Goal, conversion and how Search differs from Meta

CAMPAIGN GOAL

Generate qualified trial lesson bookings from people actively searching for English lessons.

PRIMARY CONVERSION

Trial lesson booking

SECONDARY CONVERSIONS

- Contact form submission
- Click on booking button
- Email click
- Contact page visit
- Phone click, if there is a phone number

META ADS

Interrupts

It reaches someone who is not necessarily searching right now.

GOOGLE SEARCH

Captures

It reaches someone who already has intent and is looking for the service.

THE INSIGHT **Meta creates demand. Search captures existing demand.**

Search intent and structure

Not all keywords are equal, so the campaign is built around intent

HIGH INTENT People are already searching for a service. Conversion intent is high.

- private english lessons
- english tutor online
- online english lessons
- business english tutor
- english speaking tutor

MID INTENT People look for a solution but may still be comparing.

- improve english speaking
- english conversation practice
- improve business english
- english for work

INFORMATIONAL

- how to improve english speaking
- how to speak english confidently
- english pronunciation tips

Informational searches may be better suited to SEO/content marketing or a separate upper-funnel campaign rather than the main booking-focused Search campaign.

CAMPAIGN STRUCTURE

CAMPAIGN

EN Global | Private English Lessons | Search

1

AD GROUP 1

Private English Lessons

2

AD GROUP 2

Business English

3

AD GROUP 3

Speaking & Conversation

4

AD GROUP 4

Interview English

Interview English is a fourth group because interview preparation is already a service and a strong high-intent use case.

Ad groups and keywords

Phrase match for control, exact match for the clearest intent

1 AD GROUP 1 — Private English Lessons

PHRASE "private english lessons" "english tutor online" "online english lessons" "one to one english lessons" "private english tutor"

EXACT [private english tutor] [online english tutor] [private english lessons online]

Search intent. Users are actively looking for personalised English instruction and are likely closer to booking than users searching for general language-learning advice.

Landing page hero: Speak English With Confidence
Private English lessons tailored to your level, goals and real-life needs.

2 AD GROUP 2 — Business English

PHRASE "business english lessons" "business english tutor" "english for work" "business english online" "english for professionals"

EXACT [business english tutor] [business english lessons online]

Search intent. Professionals who need English for meetings, presentations, client communication, networking and international teams.

Recommended landing page block: English for Work
Build confidence for meetings, presentations, interviews and everyday professional communication.

3 AD GROUP 3 — Speaking & Conversation

PHRASE "english speaking lessons" "english conversation practice" "improve english speaking" "english speaking tutor" "english conversation tutor"

EXACT [english speaking tutor] [english conversation lessons]

Search intent. People who often already know grammar but want more fluency and confidence.

Headlines should talk about: speaking, confidence, conversation, fluency, and not a generic "Learn English".

4 AD GROUP 4 — Interview English

PHRASE "english interview preparation" "english interview practice" "job interview english" "english interview tutor"

EXACT [english interview preparation] [english interview practice]

Search intent. Very specific, and urgency is often higher.

Messaging: Prepare for Your Next Interview in English
or: Practise Your English Before the Interview

Negatives and match types

Keeping the wrong searches out, and choosing how tightly each keyword matches

NEGATIVE KEYWORD STRATEGY

FREE-LEARNING INTENT

free · free course · free pdf · download · worksheet

EMPLOYMENT INTENT

jobs · teacher jobs · english teacher vacancy · salary

ACADEMIC / MATERIAL INTENT

textbook · book · answer key · grammar pdf

IRRELEVANT SERVICES

translation · translator · proofreading

POTENTIAL LOW-VALUE INTENT

app · youtube · duolingo

NOT A ONE-TIME SETUP

Negative keywords would be reviewed continuously using the Search Terms report rather than treated as a one-time setup.

MATCH TYPE STRATEGY

Phrase match

Used for control plus some flexibility.

"business english lessons" may catch close relevant searches

Exact match

Used for high-intent keywords where I want greater relevance.

[private english tutor]

Broad match

Not used aggressively in an initial spec campaign without enough conversion data.

Broad match could be tested later once reliable conversion tracking and sufficient campaign data are available.

Responsive Search Ads

More headline variants than the minimum, so Google can test combinations

AD GROUP 1 Private English Lessons

Ad · [YOUR DOMAIN]

Private English Lessons | Online English Tutor | Speak English With Confidence

Personalised English lessons focused on speaking, pronunciation and real-life communication. Book your first lesson today.

12 HEADLINES

- Private English Lessons
- Online English Tutor
- Speak English With Confidence
- Lessons Built Around Your Goals
- Improve Your English Speaking
- One-to-One English Lessons
- English for Work & Everyday Life
- Personalised English Lessons
- Improve Fluency & Pronunciation
- Learn English at Your Pace
- Practical English for Real Life
- Book Your First Lesson

4 DESCRIPTIONS

Personalised English lessons focused on speaking, pronunciation and real-life communication. Book your first lesson today.

Improve your English for work, travel, interviews or everyday conversations with lessons adapted to your level.

Practise real conversations, build confidence and improve fluency with one-to-one online English lessons.

Learn at your pace with personalised lessons built around your goals, challenges and everyday needs.

AD GROUP 2 Business English

Ad · [YOUR DOMAIN]

Business English Lessons | English for Professionals | Speak Confidently at Work

Improve your English for meetings, presentations, interviews and international communication.

8 HEADLINES

- Business English Lessons
- English for Professionals
- Speak Confidently at Work
- Improve Your Business English
- English for Meetings & Interviews
- Online Business English Tutor
- Communicate With Confidence
- English Lessons for Your Career

2 DESCRIPTIONS

Improve your English for meetings, presentations, interviews and international communication.

Personalised Business English lessons built around the professional situations you actually face.

Speaking and interview messaging

Two ad groups, two different messages

AD GROUP 3 **Speaking & Conversation**

Headlines should talk about:

Speaking

Confidence

Conversation

Fluency

and not a generic ~~Learn English~~

AD GROUP 4 **Interview English**

The intent is very specific, and urgency is often higher. The message speaks to the moment before the interview.

HEADLINE OPTION 1

Prepare for Your Next Interview in English

OR

HEADLINE OPTION 2

Practise Your English Before the Interview

TAKEAWAY **Ad copy should change according to the specific search.**

Ad assets and relevance

A Search ad is more than a headline and a description

SITELINKS

Business English
Improve English for meetings and work.

Speaking Practice
Build fluency through real conversations.

Interview Preparation
Practise before your next English interview.

Book a Lesson
Start with a personalised session.

CALLOUTS

Personalised Lessons · Online Learning · Flexible Scheduling · One-to-One Practice · Practical English · Speaking-Focused

STRUCTURED SNIPPET

Services: Business English, Speaking Practice, Interview Preparation, Pronunciation, General English

KEYWORD TO AD RELEVANCE

SEARCH	AD GROUP	MAIN MESSAGE
private english lessons	Private English	**Personalised lessons**
business english tutor	Business English	**English for work**
english speaking tutor	Speaking	**Fluency & confidence**
english interview practice	Interview English	**Interview preparation**

WHY ALIGNMENT MATTERS

The closer the keyword, ad message and landing page are aligned, the stronger the user experience and the more relevant the campaign becomes.

Landing page alignment

From the search, to the ad, to the page, with no gap in the message

SEARCH QUERY

private english lessons

→

AD HEADLINE

Speak English With Confidence

→

LANDING PAGE H1

SPEAK ENGLISH WITH CONFIDENCE

[LANDING PAGE SCREENSHOT]

Place the screenshot of the EN Global landing page here.

ABOVE THE FOLD

- Clear H1
- Short benefit statement
- Visible CTA
- Relevant image
- Clear service context

FORM

Keep it short. Not too long.

Name

Email

Goal / subject

Message

Book a Lesson

MESSAGE MATCH

Ad promise: personalised English lessons

Landing page: personalised English lessons tailored to level and goals

CTA

Book a Lesson

It should appear more than once on the page.

On-page SEO and content

Basic SEO that supports the paid search campaign

META TITLE AND DESCRIPTION

[YOUR DOMAIN]

Private English Lessons Online | EN Global

Personalised online English lessons for speaking, pronunciation, Business English and real-life communication. Lessons adapted to your level and goals.

CHOSEN Private English Lessons Online | EN Global

OPTION Private English Lessons | Speak English With Confidence

The first title is chosen because it carries both the brand and the service.

PAGE STRUCTURE

- H1 **Speak English With Confidence**
- H2 Lessons Built Around You
- H2 What We Can Work On
- H2 English for Work and Real Life
- H2 Ready to Start?

English for Work and Real Life is the added section, because it also helps content relevance.

POTENTIAL SUPPORTING BLOG TOPICS

1. How to Speak English More Confidently at Work
2. 10 Useful English Phrases for Meetings
3. How to Prepare for a Job Interview in English
4. Business English Vocabulary You Actually Need
5. How to Stop Translating in Your Head When Speaking English

SEO FEEDS PAID SEARCH

These topics can attract informational search traffic and introduce users to EN Global before they are ready to book.

Tracking and metrics

What gets measured, and what each number tells me

CONVERSION TRACKING

PRIMARY EVENT

Completed lesson booking

SECONDARY EVENTS

- Form submission
- Booking button click
- Email click
- Contact page visit

PRINCIPLE

Google Ads optimisation should rely on meaningful conversion actions rather than clicks alone.

METRICS I WOULD MONITOR

Impressions

How often the ads are shown

CTR

Whether keyword and ad copy are relevant enough

CPC

What a visit costs

Conversion Rate

How many visitors become leads

Cost per Conversion

What one real enquiry costs

Search Impression Share

How many of the available relevant impressions we win

Search Terms

What users actually searched for. It drives new negative keywords and new keywords, so it is the one I would check most often.

Optimisation logic

If this happens, investigate that, then take this action

IF I SEE	LIKELY ISSUE	I WOULD
High impressions + low CTR	→ **Ad relevance / weak headline**	→ Improve keyword-message match and test stronger copy.
Good CTR + low conversion rate	→ **Landing page or offer**	→ Review CTA, form friction, mobile experience and message match.
High CPC	→ **High competition, weak relevance or bidding pressure**	→ Review keyword quality, search terms and ad group structure.
Many irrelevant searches	→ **Match type / negatives**	→ Expand the negative keyword list and tighten targeting.

SEARCH TERMS OPTIMISATION

Example keyword

"english speaking lessons"

POTENTIALLY USEFUL QUERY

online english speaking lessons

→ can become a new keyword

POTENTIALLY IRRELEVANT QUERY

free english speaking lessons pdf

→ we add a negative keyword

This is what ongoing optimisation looks like in practice.

Budget and optimisation plan

A sample starting split, and what I would do after the first period

EXAMPLE BUDGET

SAMPLE

€20/day

Private English	€7/day
Business English	€5/day
Speaking	€5/day
Interview	€3/day

Budget allocation would be adjusted based on search volume, conversion quality and cost per booking.

AFTER THE INITIAL PERIOD

1. Review the Search Terms report
2. Add relevant negative keywords
3. Promote strong queries into keywords
4. Pause clearly weak keywords
5. Improve low-CTR ads
6. Review conversion rate by ad group
7. Improve landing-page sections with weak relevance
8. Shift budget toward high-quality conversions

The goal is not simply to generate clicks. The goal is to connect high-intent searches with the most relevant EN Global offer.