

# BlackHat Ad Agency – Mastery Course Outline

## Starter Basics - Course Structure & Modules

### ◆ Infrastructure Setup:

#### 1. Domain, Hosting & SSL Configuration

- Selection, registration, and setup
- Recommended: Namecheap (Stellar Plus) or InMotion (Power Plan)

#### 2. Basic Web Development

- Simple HTML/PHP page deployment
- Standard redirection techniques

#### 3. Trusted Flow Network (TFN) & Bulletproof Hosting

- TFN integration in Popup & PPC scripts
- Handling bulletproof hosting for high-risk campaigns

#### 4. Cloaking & Ad Traffic Management

- Cloaker setup (IP/JS/Click-based)
- Dynamic redirection & ad creative optimization

#### 5. Proxy & URL Security

- Proxy rotator configuration
  - URL encryption & oscillation techniques
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## ◆ Campaign Management & Optimization:

### 6. Ad Account Audit & Setup

- Account health checkup
- Campaign types (Search, Display, PMax)
- Ad group structuring basics

### 7. Keywords Strategy

- Advanced keyword research
- Negative keywords & match types (Broad, Phrase, Exact)

### 8. Ad Copy & Targeting

- High-CTR title/description writing
- Device targeting, age filters, and placement controls

### 9. Bidding & Geo-Targeting

- Automated vs. manual bidding strategies
- Geo-fencing, language, and demographic targeting

### 10. Scaling & Analytics

- Ad scheduling for peak performance
  - Conversion tracking (Google Analytics)
  - Campaign troubleshooting & A/B testing
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## **Important Notes:**

### **Requirements:**

- ✓ **Hosting:** Namecheap (Stellar Plus) or InMotion (Power Plan)
- ✓ **Tools/Accounts:** Students must provide real tools/ad accounts for live training.
- ✓ **Prerequisites:** Basic English, computer, and internet skills.
- ✓ **Freshers:** Freshers may need extra paid classes.

### **Policies:**

- **Fees:** Pay-per-class (no upfront full payment).
  - **Rescheduling:**
    - **Agency Delay:** Free reschedule within 72h (Weekdays).
    - **Student Delay:** \$50 fee for rescheduling within 72h (Weekdays).
  - **Absenteeism:** >10 days delay = removal from course (no refunds).
  - **Special Classes:** Available at standard rates.
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