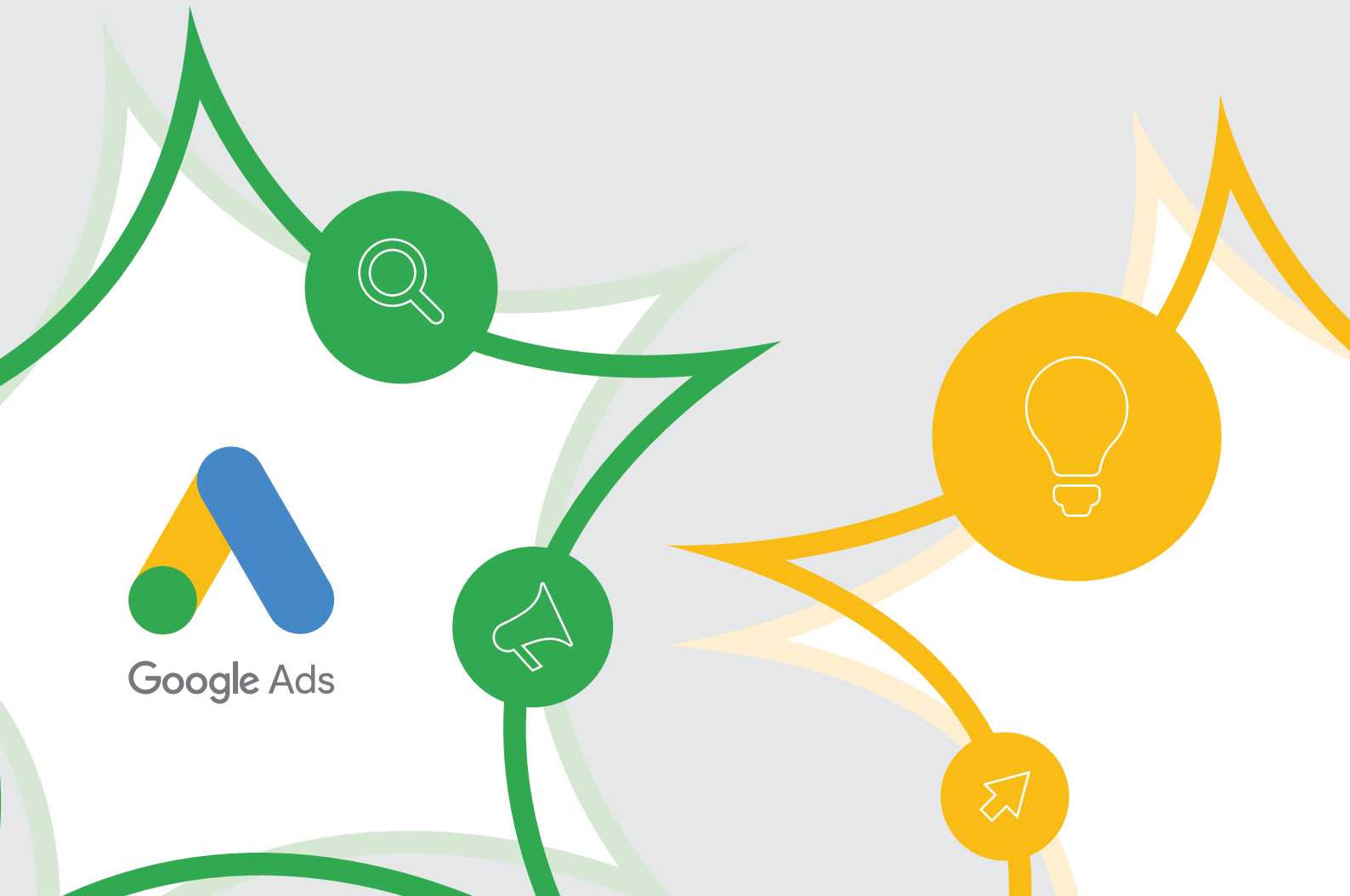
ONLINE MARKETING ACADEMY

Optisage Technology

Google Ads Advanced

HRD CORP CLAIMABLE

SME 100 Awards FAST MOVING COMPANIES®





Course Overview

Turn Google Searches
Into Real Business Opportunities

Your potential customers are searching for products and services like yours on Google. Learn how to reach the right audience, attract quality traffic and turn searches into business opportunities.

This practical 2-day Google Ads course equips marketers, business owners and professionals with the skills to create, manage and optimise effective Search campaigns. You'll also explore how Google's AI Overviews are changing search behaviour and how to adapt your campaigns to today's evolving search landscape.

What You'll Learn

- Campaign Strategy: Set clear objectives and structure effective Search campaigns.
- Keyword Research: Identify relevant keywords and understand search intent.
- Audience Targeting: Reach the right people with relevant targeting strategies.
- AI Overviews: Understand their impact on search and adapt your Search campaigns accordingly.
- Ad Creation & Setup: Create compelling ads and configure campaigns effectively.
- Budget & Bidding: Manage advertising spend strategically.
- Conversion Tracking: Track enquiries, leads, sales and other business goals.
- Campaign Optimisation: Analyse performance and improve results while reducing wasted spend.

Learn to make data-driven decisions, measure what matters and get more value from your advertising budget. By the end of the course, you'll be better equipped to launch and optimise Google Ads campaigns that support your business goals.

Course Content

» Module 1
Introduction to Google Ads

- Covers the fundamentals of paid search advertising, the pay-per-click (PPC) revenue model, comparisons between paid and organic search results, and global versus Malaysian search engine market shares.

» Module 3
Structure Your Account

- Details the core hierarchy of Google Ads accounts, manager accounts, child accounts, campaigns, and ad groups using structured examples.

» Module 5
Great Text Ads

- Explores best practices for writing effective text ads and responsive search ads, editorial rules, formatting standards, and avoiding policy violations or disapprovals. Tap into the power of AI overviews in the AI search race.

» Module 7
Bidding Types

- Explores bidding strategies and types such as Maximize Clicks, manual CPC, Target ROAS, Target CPA, and viewable CPM (vCPM).

» Module 9
Display Advertising

- Introduces the Google Display Network, marketing funnel objectives (awareness, consideration, action), display ad types, and image file formats and dimensions.

» Module 11
Audience Targeting

- Focuses on audience segments including demographics, affinity audiences, in-market audiences, and remarketing lists.

» Module 2
Importance of Ads

- Explains how the Google Ads auction works, Ad Rank calculation factors, and auction-time ad quality components including Expected CTR, ad relevance, and landing page experience.

» Module 4
Keywords Research

- Focuses on building keyword lists, using the Keyword Planner for search volume and forecasting, and managing match types including Broad, Phrase, Exact, and Negative keywords.

» Module 6
Users Targeting

- Reviews campaign configuration settings for targeting users by geographic locations, languages, devices, ad scheduling, and ad rotation.

» Module 8
Conversions Tracking

- Details how to define business goals, configure conversion tracking setups, create conversion actions, and measure ROI metrics.

» Modul 10
Display Targeting

- Covers contextual targeting methods for display campaigns, including content keywords, topics, and specific website or YouTube placements.

» Modul 12
Mobile Advertising

- Examines mobile traffic trends, smartphone optimization, app campaigns, and device-specific display formats.

» Module 13
Effective Text Ads

- Covers advanced search ad copy customization techniques, including Dynamic Keyword Insertion (DKI), automated countdown timers, and location insertion.

» Module 15
Diagnostics

- Explores troubleshooting tools, the Ad Preview and Diagnosis tool, the Policy Manager, change history logs, and automated account optimization recommendations.

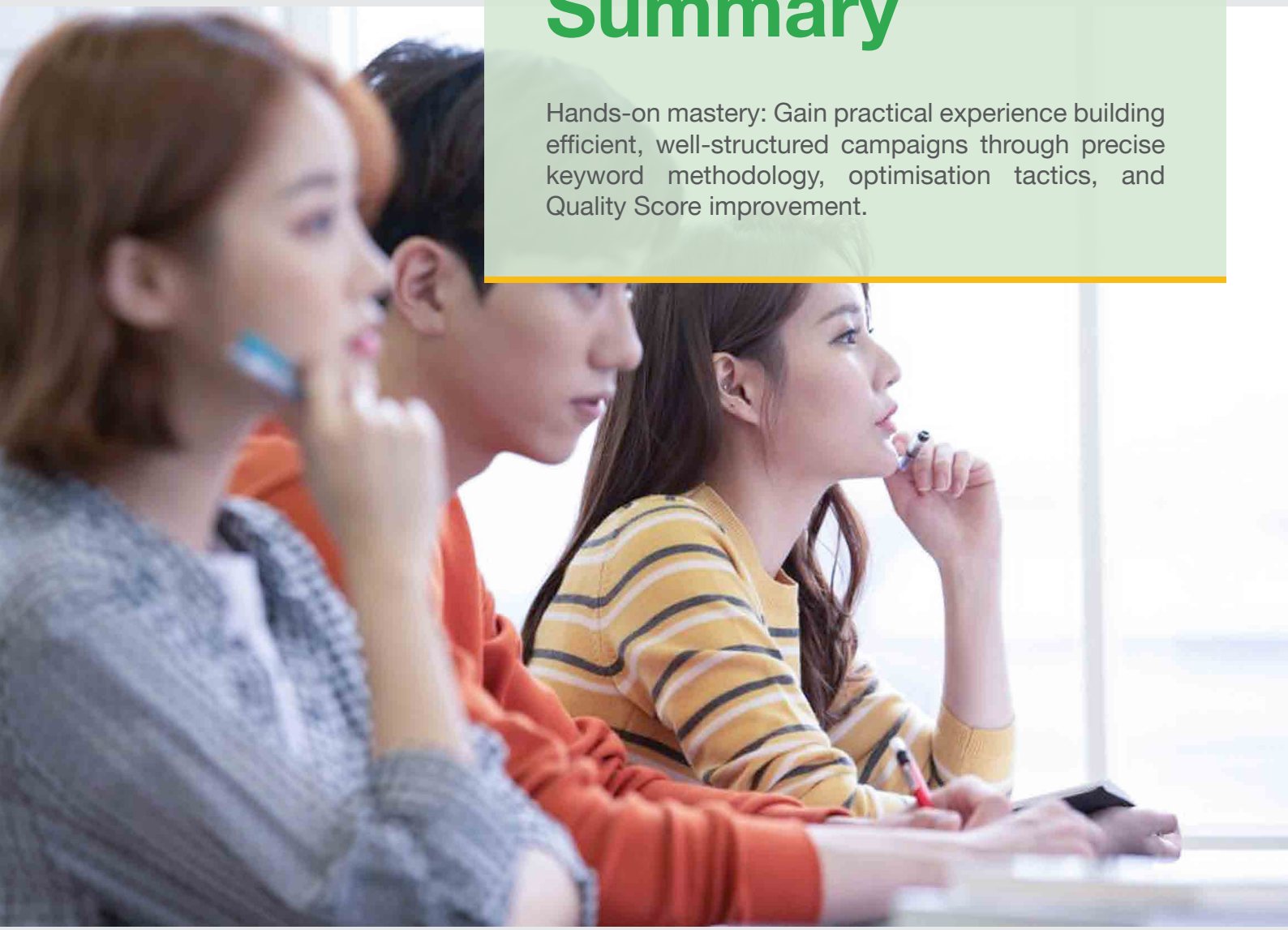
» Module 14
Extending Your Ads

- Details ad assets and extensions designed to improve performance, such as sitelinks, callouts, structured snippets, call buttons, locations, prices, apps, and promotions.



Course Summary

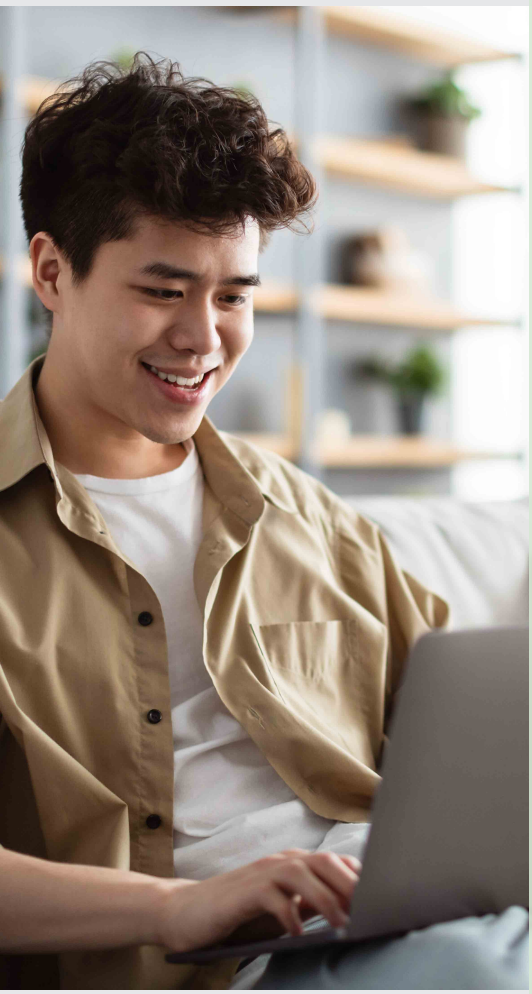
Hands-on mastery: Gain practical experience building efficient, well-structured campaigns through precise keyword methodology, optimisation tactics, and Quality Score improvement.



Course Objectives

- Grasp online advertising fundamentals and command search ads.
- Harness the power of keywords to drive top-tier search results.
- Understand how search results actively shape consumer purchasing decisions.
- Tailor campaigns to distinct user search behaviours across devices and locations.
- Build and deploy high-converting remarketing campaigns.
- Maximise ad visibility and click-through rates using powerful ad extensions.

Course Learning Outcomes



1. Keyword Mastery: Execute deep keyword research to pinpoint high-value search terms for your campaigns.
2. Architectural Excellence: Structure your accounts, campaigns, and ad groups for maximum performance.
3. Optimisation & Quality Score: Optimise your ads to elevate Quality Score and lower advertising costs.
4. Copywriting Excellence: Write high-converting text ads that compel users to click.
5. Strategic Bidding: Select and deploy the optimal bidding types for your financial goals.
6. Conversion Tracking: Track conversions precisely and measure clear campaign ROI.
7. Mobile Dominance: Harness local searches and mobile device traffic for explosive growth.
8. Dynamic Scaling: Utilise Dynamic Keyword Insertion for rapid, highly relevant ad creation.
9. Troubleshooting & Diagnostics: Diagnose problems fast and continuously improve campaign performance.

Testimonials

Trainer is very friendly to share the knowledge and patient to answer our question.

Lim Chee Yoong
Sales & Marketing Executive
AME Development Sdn Bhd

Trainer is friendly and she will make sure everyone of us understand before proceed to next topic.

See Wee Zin
Sales & Marketing Executive
AME Development Sdn Bhd

Enhance knowledge in advertising and marketing online.

Tan Cha Min
Assistant Manager
Infinite Loop Media Sdn Bhd

Overall good experience and getting know about the power of Google.

Veknesvaran
Asst. IT Manager
Le Grandeur Palm Resort Johor

The training was useful and relevant. Definitely useful for small and large business

Arif Chera
Marketing Manager
Grand Esteem Sdn Bhd

Very nice facilities. Trainers were very knowledgeable and friendly.

Subramaniam
Owner
Prosperous Home Builders (Singapore)

Useful, practical, precise & clear. Material is organized

Annabelle Lee
Empire Grass Landscaping

Explain well and details.

Ashley Chin Kai Xin
Admin
Gao Yong Glass Aluminium Works Sdn Bhd

Certified Head Trainer



Joycelyn Teh

HRD Corp Accredited Trainer

Joycelyn Teh is a powerhouse in the world of Performance Marketing, with a specialised focus on Google Ads and search-based revenue generation. She bridges the gap between complex advertising algorithms and simple, profitable business outcomes. For Joycelyn, marketing is not just about getting clicks, it is about capturing intent, optimising for conversions, and ensuring that every dollar spent in a Google Ads account works harder to drive bottom-line revenue.







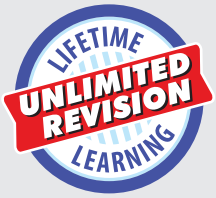
Course Duration:
2 Days

Time:
9:30am - 5:30pm

Course Fee:
RM2,500 + 8% SST
*per pax

Delivery Method:
Face-to-Face or Online (Zoom)









ONLINE MARKETING ACADEMY

Optisage Technology

Managed By Optisage Technology Sdn Bhd
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