ONLINE MARKETING ACADEMY

Optisage Technology

Google Ads for Business

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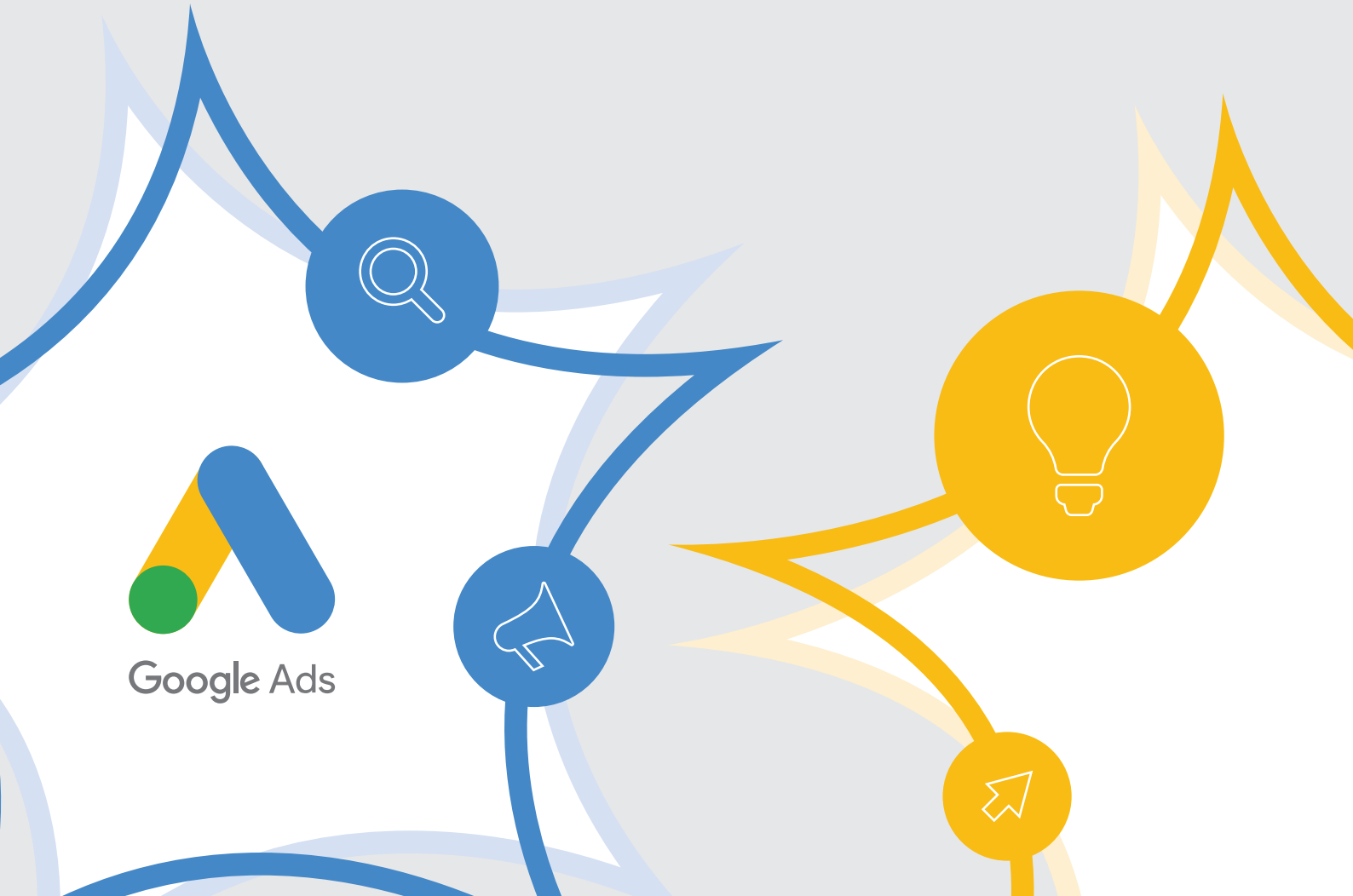
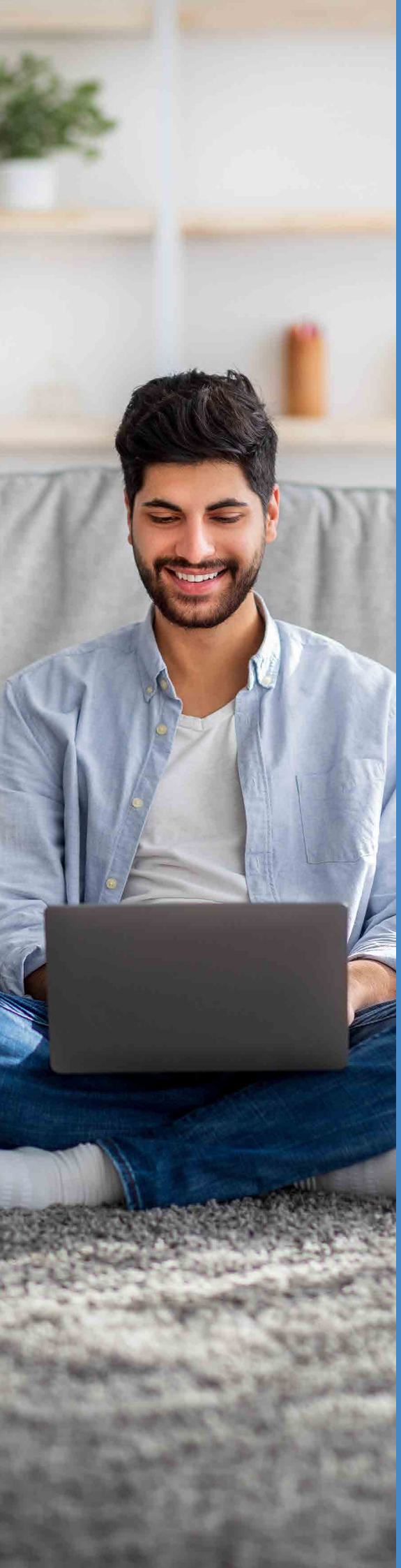
SME 100 Awards FAST MOVING COMPANIES®





Course Overview

Get Your Business Found
When Customers Are Searching

When potential customers search Google for a product or service you offer, your business needs to be there. Google Ads gives you the opportunity to reach people at the moment they are actively looking for what you sell.

But where do you start? Which keywords should you use? How much should you spend? And how do you know whether your ads are actually working?

Google for Business is designed for businesses, marketers and professionals who are new to Google Ads or exploring how it can support their marketing goals.

You'll learn the fundamentals of Google Search Ads and SEM, from understanding how Google Ads works to creating campaigns that reach relevant audiences. You'll also discover how AI can help you create ads, analyse performance and make smarter marketing decisions.

Course Content

» Module 1
Introduction to Google Ads & PPC

- Understand how Google Ads and Pay-Per-Click (PPC) advertising connect businesses with customers actively searching online.
- Understand search intent and the differences between paid and organic search.
- Explore the Google Search and Display Networks and their key advertising formats.
- Understand Google's search market and the role of mobile and desktop search behaviour.
- Identify how Google Ads can complement organic search to increase visibility and generate leads or sales.

» Module 2
The Google Ads Auction & Ad Rank

- Understand how the Google Ads auction works and how ads are selected for each search.
- Learn how Ad Rank determines whether and where your ads appear.
- Understand the key factors affecting Ad Rank, including bids, Quality Score, competition and search context.
- Explore the three key components of Quality Score: Expected CTR, Ad Relevance and Landing Page Experience.
- Apply auction principles to understand how bid and ad quality can influence campaign performance.

» Module 3
Account Setup & Account Architecture

- Understand the Google Ads structure: Account, Campaign, Ad Group, Keywords and Ads.
- Set up a Google Ads account, business information, billing and essential account settings.
- Navigate the Google Ads interface, dashboard and key campaign management tools.
- Structure campaigns and ad groups around products, services, keywords and customer intent.
- Apply practical account architecture principles for easier management and optimisation.

» Module 4
Keyword Research & Match Types

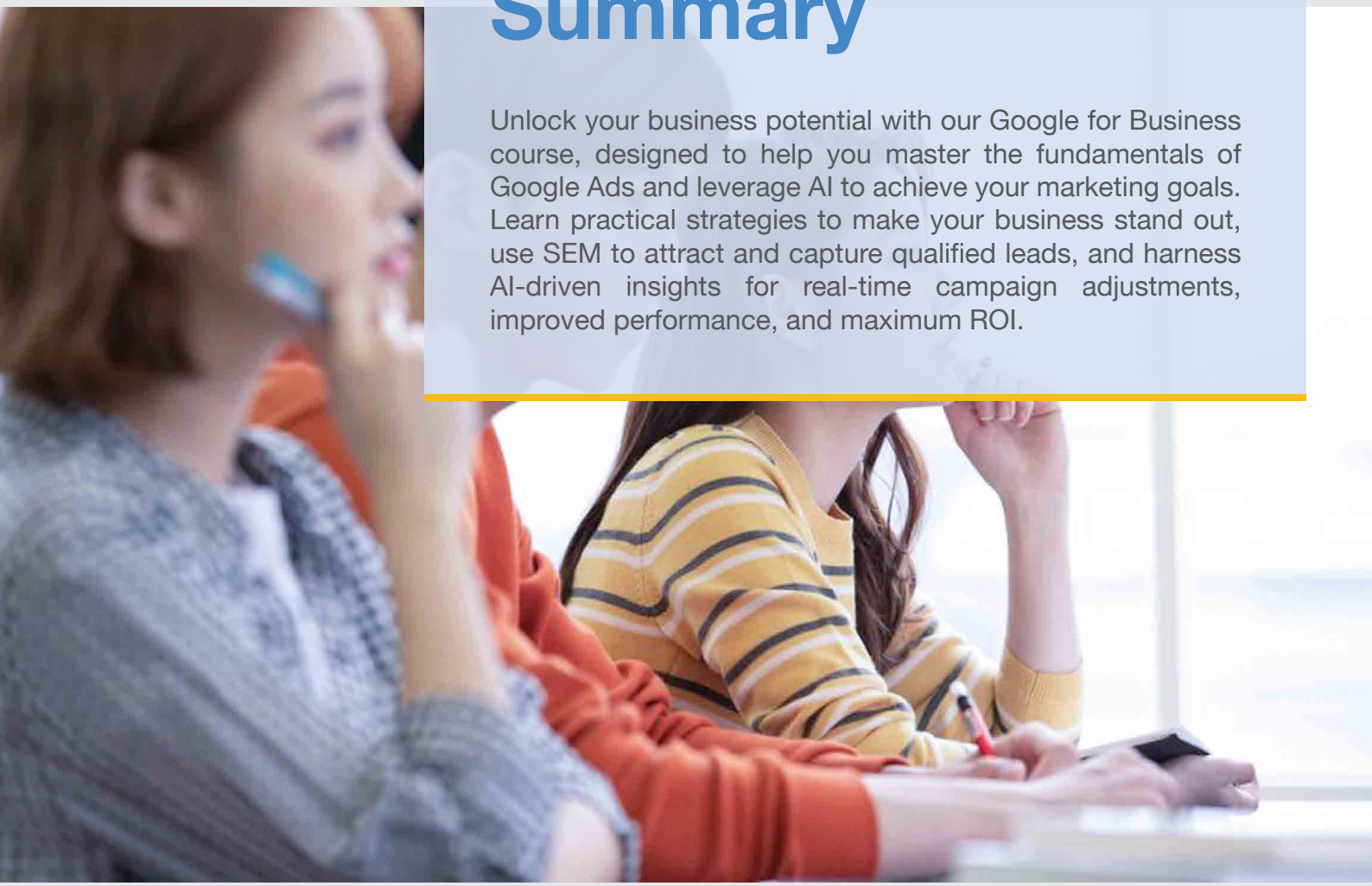
- Understand keyword targeting and how search terms connect potential customers with your ads.
- Use Broad, Phrase, Exact and Negative Match to balance reach, relevance and cost control.
- Use Google Keyword Planner and Google Trends to discover keywords, search demand and market opportunities.
- Categorise keywords based on search intent, products, services, locations and customer actions.
- Use AI tools such as ChatGPT, Gemini and Copilot to generate long-tail, local and audience-specific keyword ideas.

» Module 5
Crafting Effective Ad Copy & Policy Compliance

- Write compelling search ads using strong value propositions, relevant keywords and clear calls-to-action.
- Create effective Responsive Search Ads (RSAs) with multiple headlines and descriptions.
- Use AI to develop and refine targeted ad copy while maintaining brand relevance and accuracy.
- Understand Google's advertising and editorial policies to minimise disapprovals and compliance issues.
- Align ad messaging with landing pages to optimise deliverables.

Course Summary

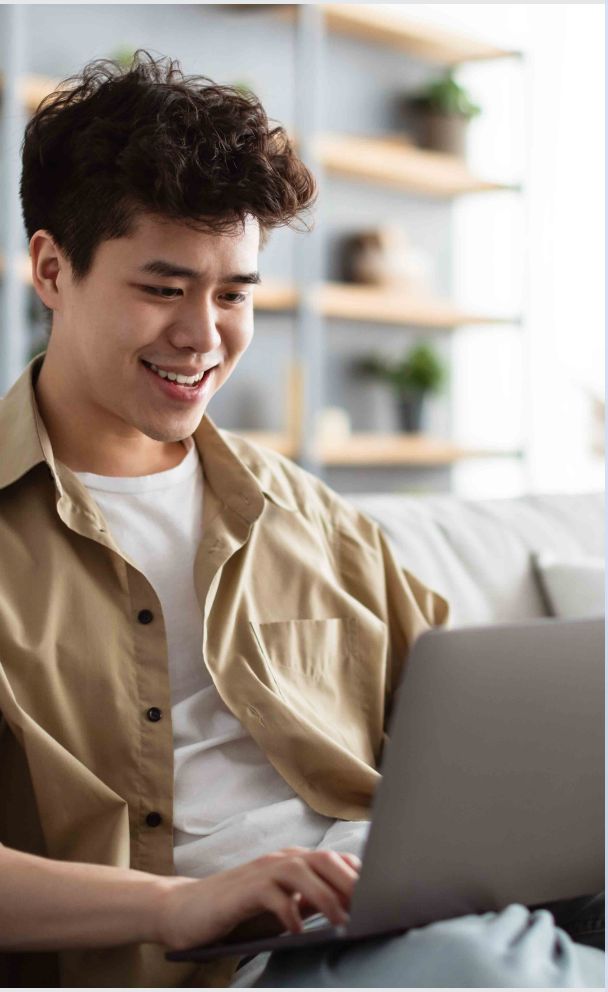
Unlock your business potential with our Google for Business course, designed to help you master the fundamentals of Google Ads and leverage AI to achieve your marketing goals. Learn practical strategies to make your business stand out, use SEM to attract and capture qualified leads, and harness AI-driven insights for real-time campaign adjustments, improved performance, and maximum ROI.



Course Objectives

- Master the fundamentals and strategic importance of Google Ads.
- Learn to build, launch, and manage high-performing campaigns.
- Perfect your account structure for seamless ad management.
- Execute precise keyword research and refine match types.
- Write compelling text ads that drive high click-through rates.
- Implement laser-focused search targeting to reach your ideal audience.
- Deploy profitable bidding strategies, including Cost Per Click (CPC).
- Analyse performance data to continuously optimise campaigns and boost ROI.

Course Learning Outcomes



1. Grasp the core fundamentals of Google Ads.
2. Set up and manage high-converting ad campaigns.
3. Build and structure accounts for peak performance.
4. Conduct expert keyword research and select ideal match types.
5. Create compelling, high-engagement text ads.
6. Implement search targeting for precise audience reach.
7. Apply strategic bidding models, such as CPC.
8. Analyse performance reports to drive campaign optimisation.
9. Maximize ROI through continuous campaign refinement.

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 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.

Martin Tan

HRD Corp Accredited Trainer

Martin Tan brings a multidisciplinary approach to digital marketing, combining his expertise in AI, data optimisation, visual design, publication, and persuasive copywriting. His training goes beyond campaign management, helping students create compelling marketing assets, develop strong brand voices, and integrate creative storytelling with performance-driven strategies to engage audiences and improve conversions.

Course Duration:
1 Day

Time:
9:30am - 5:30pm

Course Fee:
RM1,200 + 8% SST
*per pax

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

ONLINE MARKETING ACADEMY

Optisage Technology

Managed By Optisage Technology Sdn Bhd
(Company No.200601035725 (755484-A))

**14-01 & 14-02, Jalan Molek 1/9,
Taman Molek 81100 Johor Bahru,
Johor, Malaysia.**

+6011-1144 5462

+6011-1144 5462

www.OnlineMarketing-Academy.com

info@OnlineMarketing-Academy.com

@OnlineMarketingAcademy.org

@online.marketing.academy

@online.marketing.academy

@onlinemarketing-academy

@MyGuruOnline

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