



Google Ads

# Google Ads For Business

Unlock your business potential with our Google Ads for Business course. Master Google Ads basics and leverage AI to achieve your marketing goals. Learn tips to stand out, use SEM to reach qualified leads, and harness AI-driven insights for real-time adjustments and maximised ROI.

Supercharge your sales game with Google Search Engine Marketing (SEM). Imagine your ads appearing exactly when potential customers search for what you offer. Google Ads uses AI-powered targeting to connect you with highly qualified leads, ready to buy.

## What you will learn:

- Introduction to Google Ads & The Power of AI
- It Starts with Your Score
- Building Your Google Ads Foundation
- Structuring Your Account
- Keyword Magic with AI
- Crafting Compelling Ads with AI
- Targeting the Right People with AI Insights
- Bidding Strategies & AI Optimisation
- Extending Your Ads
- Reporting & AI Applications



Course Duration:

**1 Day**

Time:

**9:30am-5:30pm**

Course Fee:

**RM1,200+SST**  
\*per pax



## Certified Head Trainer

*HRD Corp TTT Certified Trainer*

Joycelyn Teh is the Online Consultant of Optisage Technology Sdn Bhd ([www.optisage.com](http://www.optisage.com)), a full-service internet marketing company based in Johor Bahru, Malaysia, whose services include Web Development, Web Solutions, e-Commerce, SEO, SEM and online strategic consulting.

With more than 8 years of experiences in Online Business, she is a Microsoft Certified Individual and Google Online Professional of globally recognized certificate from Google and Microsoft.



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