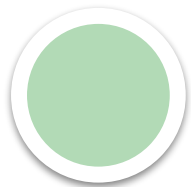# Google Ads

Learn How to Create, Manage, and Optimise Google Ads PPC/SEM Campaigns

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Course Description

In this 2-day comprehensive and hands-on Google Ads certification course, candidates will learn step by step how to develop a Google search and display advertising strategy and create campaigns that will effectively generate leads, sales, and web traffic.

In the Google Search Engine Marketing (SEM) Advertising track, candidates will learn how to set up Google Ads search advertising campaigns from scratch, including setting appropriate daily budgets and keyword bids, conducting keyword research, and writing ad copy.

In the Display Pay Per Click (PPC) Advertising track, candidates will demonstrate the ability to effectively deliver display ads, which include banner, text, and smart ads on the Google Display Network. Candidates will learn how to reach new and existing customers using audience targeting, increase efficiency with automated bidding strategies, and improve campaign performance with Google Ads' Performance Planner.

Candidates will also demonstrate the ability to measure and optimise ad campaign performance to improve return on adv

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Course Duration
2 Days
9am to 6pm

Learning Mode
Face-to-Face Classroom or
Online-Based Classroom (Zoom)

From **$386.10** (incl. 9% GST) after
70% SkillsFuture Funding

Target Audience

This course is suitable for Marketing Managers, Marketing Executives, Performance Marketers, Media Specialists, Business Owners, and Individuals who manage or execute the technical aspects of Google Ads.

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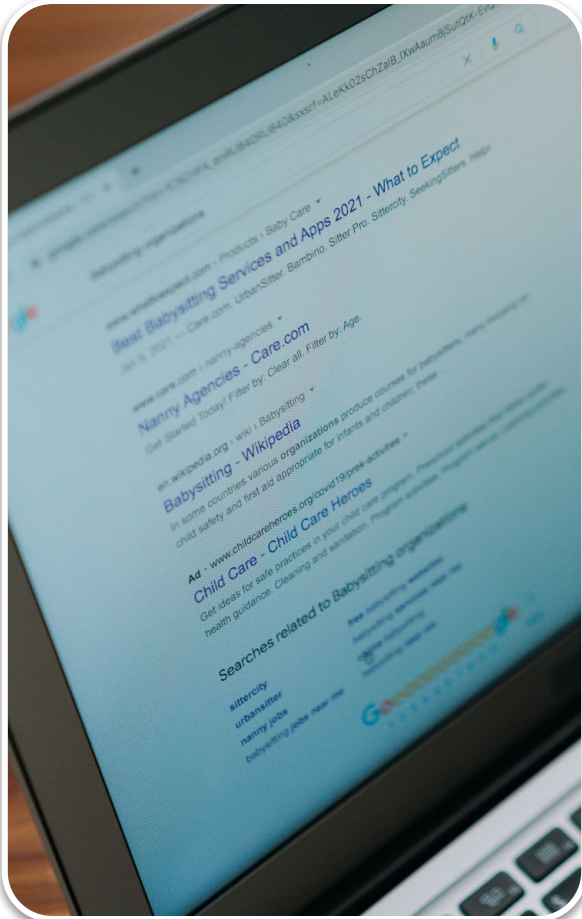Academy

Course Highlights

In this Google Ads course, trainees will learn:

- How to set up a Google Ads Search advertising campaign from scratch
- How to manage Google Search Ads campaigns in-house or outsource to an external vendor
- Techniques to Measure, Analyse, and Optimize your Search campaigns based on insights from industry experts
- That industry best practices may not always be the right way to go
- SEM strategies that will increase web traffic, lead generation, and sales

- How to set up a Google Ads Display advertising campaign from scratch
- How to manage Google Display Ads campaigns in-house or outsource to an external vendor
- Techniques to Measure, Analyse, and Optimize your Display campaigns based on insights from industry experts
- GDN strategies that will increase brand awareness, web traffic, lead generation, and sales
- And much more

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Course Objectives

By the end of the Google Ads course, trainees will be able to:

- Create a structure of a Google Ads account that will achieve marketing objectives
- Set up a Google Ads Search and Display advertising campaign from ground up
- Use search and display advertising bidding strategies and set appropriate daily budget and campaign schedules
- Construct successful ads that drive clicks and conversions
- Conduct effective and extensive keyword research with Keyword Planner to target relevant audiences
- Set up conversion tracking for measuring performance
- Utilise Performance Planner to gauge effectiveness of advertising spend and refine campaign settings as pre-campaign testing
- Analyse reports and optimise campaigns to maximise return on investment

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Certification

A SkillsFuture **WSQ Statement of Attainment (SOA) – Marketing Campaign Management** under the Skills Framework TSC and Certification of Completion by Equinet Academy will be awarded to candidates who have demonstrated competency in the WSQ Google Ads course assessment and achieved at least 75% attendance.

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Course Outlines

Fundamentals of Google Ads

Instructor-led | Mode of Delivery (Lecture & Illustration, Demonstration & Practical Application, , Individual Learning Activity, Class Discussion)

- What is Google Ads?
- Types of Google Ads campaigns and Ad Formats
- Understanding various advertising objectives
- Why Google Ads?
- How Google Ads Works (Ad Rank, Quality Score, Bidding)
- Google Ads account structure (Campaign, Ad Groups, Ads, Keywords)
- Creating a Google Ads account structure based on an organisation's products and services to achieve marketing objectives

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Course Outlines

Google Ads Setup and Implementation

Instructor-led | Mode of Delivery (Lecture & Illustration, Demonstration & Practical Application, Individual Learning Activity, Class Discussion)

Getting Started with Google Ads
- Setting up a Google Ads account

Google Search Advertising
- Creating a Google Search Advertising campaign
- Understanding Search Advertising campaign settings (audience targeting, bidding and budget, campaign scheduling, etc.)
- Understanding keyword match types

Google Ads Search Advertising (cont.)
- Search Ads copywriting best practices
- Exploring Dynamic Search Ads
- Search Ad Extensions
- Negative keywords
- Ad Preview and Diagnosis tool
- Conducting keyword research with Google Keyword Planner
- Understanding advertising goals
- How to set up conversion tracking

Google Display Advertising
- Creating a Google Display Advertising campaign
- Understanding Display Advertising campaign settings
- Understanding Display audience targeting
- Display Ad creative best practices

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Course Outlines

Google Ads Setup and Implementation

Instructor-led | Mode of Delivery (Lecture & Illustration, Demonstration & Practical Application, Individual Learning Activity, Class Discussion)

Google Shopping

- Selecting optimal types of campaigns and bid strategies for different goals (e-commerce, brand awareness, lead generation)

Google Ads Measurement and Optimisation

Instructor-led | Mode of Delivery (Lecture & Illustration, Demonstration & Practical Application, Individual Learning Activity, Class Discussion)

- Understanding basic Google Ads metrics (impressions, clicks, CTR, conversions, conversion rate, cost, etc.)

Google Ads Measurement and Optimisation (cont.)

- Reviewing the optimisation score
- Optimisation score and Performance Planner
- Customising metrics columns to display in Google Ads
- Search terms reports, Auction Insights
- Quality Score and Impression Share metrics
- Reviewing campaign performance and recommending optimisation techniques

Assessment Component

- Written Assessment – Case Study with Questions
- Individual Project Presentation

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Trainer Bio
Lin Xuanbin

With 11+ years of digital marketing experience under his belt, Xuanbin's career has spanned MNCs, private companies, and government agencies across Technology, Financial Services, Media, Recruitment, and International Trade industries. Xuanbin's expertise lies in Paid Media, managing millions of dollars in ad spend across the Asia Pacific region across Paid Search, Paid Social, and Display. A revenue marketer, Xuanbin is highly experienced in the areas of budget planning and performance marketing to maximise ROI and business results. A hands-on digital marketing leader, Xuanbin is also well-versed in web analytics, marketing automation, and websites management.

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Why Learn with Equinet?

Access recorded sessions of live classes
Replay parts of the course from your in-person or online classes. An excellent recap method.

Re-attend the course once within 3 years
Forgotten what you've learnt after some time? Resit and re-experience the entire course in-person or online.

3-year access to the courseware via our LMS
Get 3-year access to the updated course slides, templates, guides, and videos. Be ready to implement the concepts learnt.

Post-training mentoring with industry experts
Facing challenges during implementation? Consult our experts in a small group setting. Regularly scheduled.

Lifetime access to community support group
Be part of an exclusive support forum where you can post questions, discuss, and get feedback from fellow learners and experts.

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Course Fees & Fundings

Self-Sponsored	Eligible Funding	Nett Fees Payable (incl. 9% GST)
Singapore Citizens **40 years old & above**	**70%** SkillsFuture Funding	**S$386.10**
Singapore Citizens, Singapore Permanent Residents, and/or Long Term Visit Pass Plus Holders **21 years old & above**	**50%** SkillsFuture Funding	**S$584.10**
Company-Sponsored	**Eligible Funding**	**Nett Fees Payable (incl. 9% GST)**
Small-to-Medium Enterprise (SME) **21 years old & above**	**70%** SkillsFuture Funding	**S$386.10**
Non-SME **21 years old & above**	**50%** SkillsFuture Funding	**S$584.10**
Non-SME Singapore Citizens **40 years old & above**	**70%** SkillsFuture Funding	**S$386.10**

Course Fees & Fundings

SkillsFuture Credits

Singapore Citizens above 25 with SkillsFuture Credits in their SkillsFuture Credit account may use it to offset any outstanding course fees for SkillsFuture approved courses.

You may login to https://www.myskillsfuture.gov.sg/ to view your balance.

SkillsFuture Enterprise Credits (SFEC)*

For SSG-funded courses, companies can tap on the SFEC to subsidise up to 90% of out-of-pocket fees (i.e. nett course fees after funding, certification fees, assessment fees) for WSQ courses, capped at $10,000 per company.

Eligible for claim after course completion.

Post-Secondary Education Account (PSEA)

Singaporean Citizens can use his/her PSEA funds to pay for approved fees and charges for WSQ programmes. The PSEA will be closed when the account holder turns 31. Any unused funds in the PSEA will be transferred to the account holder's CPF.

To check your PSEA account balance, dial the 24-hour automated Edusave/ PSEA hotline at 6260 0777 and enter your NRIC number.

Absentee Payroll (AP)

Absentee Payroll (AP) funding is a grant to help employers defray the manpower costs incurred when they send their employees for certifiable skills training during working hours.

Trainee Testimonials

"The course has given me the depth of understanding on SEM and I am now more confident to navigate the google ad platform on my campaign. And this new knowledge will definitely help me to communicate better with my agency to improve on my search performance."

Alice Chng, *Starhub*

"Equinet Academy's Google Ads Fundamentals course is excellent. I can't really fault it for anything. To me, the course's main selling points are that it is taught by a competent and experienced Google Ads professional, and its hands-on approach to teaching Google Ads. I really appreciated how we had many opportunities to try things out on our own, and then receive helpful feedback on the spot."

Read full view at lancerX.com >

Siew Ann

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Trainee Testimonials

"I love the hands-on approach setting up the Ad Campaigns step by step. One of the important highlights of the course was on how to analyse the competitive metrics and potential profitability of the keywords. This was extremely useful because it prevented me from wasting unnecessary budget on keywords that were not likely to convert, and instead focus on keywords that were more likely to convert."

Gaynor Lim, *Propnex*

"Before signing up, I have doubts if the course will be useful and whether I can learn new knowledge. After completing the course, I have no regrets in signing up. I am satisfied with the course conducted by trainer Xuan Bin and picked up useful skills that I believe I can apply in my work. The trainer conducted the course well and explained the concepts in an applicable way. Strongly recommend anyone to pick up a course from Equinet if you wish to learn about digital marketing."

Maggie Mok, *JCS Biotech*

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Frequently Asked Questions

Are there any pre-requisites or minimum entry requirements?
Trainees should be proficient in web surfing and be able to write and converse in English.

Do I have to prepare anything before attending the course?
For in-person training, do bring along a laptop. You also have the option to loan a laptop from us for the duration of the course. You may also want to bring along a jacket in case the room gets cold.

For online classes, do ensure you have a functional laptop and have Zoom installed prior to class.

As there will be WSQ assessments conducted in this course, you are required to bring along your NRIC or any form of photo identification for ID verification purposes.

Are there any funding or government subsidies for this course?
You may be eligible for up to 70% SkillsFuture subsidies. For funding information, please see the course funding section on this brochure.

If I have any questions after the course, can I consult the trainer?
Yes, you may contact your trainer after the course. There are other post-training support channels such as the Insider Community where you may network with like-minded individuals and industry experts and live Ask Me Anything sessions where you may seek advice from a subject matter expert.

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Google Ads

SIGN UP NOW

This course is accredited by SkillsFuture Singapore under the WSQ Skills Framework Marketing Campaign Management | Course Code: TGS-2022015221 | Registry Period: 19 Aug 2022 - 18 Aug 2024