

# Google Ads Strategy & Optimisation

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



In-Person or Online-based Classroom



Duration: 16 Hours (2 days)



SINGAPORE  
WORKFORCE SKILLS  
QUALIFICATIONS

## You're in Good Company

We upskill and empower teams at leading industry organisations.  
You are in good hands



SONY



## Course Fees & Fundings

**Course Fee: S\$990.00** (inclusive of 9% GST)

**Course Fee After Eligible SSG Subsidies:**

From **S\$297.00** (inclusive of 9% GST)

SkillsFuture  
Credit, PSEA,  
UTAP  
Claimable



# Table Of Contents

- Course Overview
- Target Audience
- Course Highlights
- Course Objectives
- Course Outline
- Trainer Profile
- Certificate and Certification Track
- Why Learn with Us
- Testimonials
- FAQs
- Related Courses





# Course Overview

Set up a Performance Max campaign but unsure of what it actually does and why you're not getting the performance you wished for? Struggling with poor campaign performance with your media agencies?

Be equipped with solid fundamentals in running Google Ads campaigns in just 2 days with real-life examples and learnings shared by our seasoned trainers. Learners can expect to walk away with essential skills for success by following our trainers in the guided step-by-step setup of various Google Ads campaigns.

From understanding how the Google Ad auctions work, to generating leads and boosting sales, participants will gain practical skills and knowledge to start improving on their current results and avoid common mistakes when starting new campaigns.

Learners will also get a behind-the-scenes look at how Performance Max campaigns work and determine if their businesses are suited for leveraging this AI-driven campaign type.

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.



## Target Audience

This course is suitable for Business Owners, Heads of Marketing, Marketing Managers/Specialists/Executives, and Individuals who manage media agencies or in-house marketers seeking to understand how Google Ads works.

- 01. Business Owners:** Ideal for entrepreneurs who want to take control of their digital advertising and learn how to effectively use Google Ads to boost their business visibility and sales.
- 02. Heads of Marketing:** Tailored for senior marketing professionals looking to deepen their understanding of Google Ads to make more informed strategic decisions and lead their teams effectively.
- 03. Marketing Managers:** Perfect for those in managerial roles who are responsible for overseeing ad campaigns and wish to optimize their use of Google Ads for better ROI.
- 04. Marketing Specialists:** Designed for professionals focused on specific areas of marketing who want to expand their skill set to include Google Ads management and strategy.
- 05. Marketing Executives:** Geared towards marketing executives who manage day-to-day advertising tasks and want to enhance their expertise in running successful Google Ads campaigns.
- 06. Media Agency Managers:** It is beneficial for managers at media agencies who need to understand the intricacies of Google Ads to guide their clients effectively and deliver successful campaigns.
- 07. In-House Marketers:** It is ideal for those working within companies to manage internal marketing efforts, helping them better utilize Google Ads to achieve the company's marketing goals.



# Course Highlights

**In this Google Ads course, trainees will learn:**

- How to set up a Google Ads Search and Display advertising campaigns from scratch, guided by our experienced trainers
- How Performance Max campaigns actually work, and when it is most suitable to use this campaign type
- How to manage Google Ads campaigns in-house or outsource to an external vendor
- Essential skills to Measure, Analyse, and Optimise your Search campaigns based on insights from industry experts
- How to avoid common pitfalls from experienced trainers that have spent and managed millions of dollars on Google Ads.
- How to plan and set up campaigns that will increase web traffic, lead generation, and sales
- How to setup cost-effective remarketing campaigns that nudge your customers further down the marketing funnel

# Course Objectives

**By the end of the class, trainees will be able to:**

- Create a structure of a Google Ads account that will achieve marketing objectives
- Determine suitability of Performance Max campaigns and the best scenarios to use them in
- Set up a Google Ads Search and Display advertising campaign from ground up
- Use Manual and Smart Bidding strategies to achieve better results
- Determine appropriate daily budgets and maximum CPC bids
- 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



# Course Outline

## Fundamentals of Google Ads

### Topics Covered Include:

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
- 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

## Google Ads Setup & Implementation

### Topics Covered Include:

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
- Understanding campaign types in Google Ads
- Understand how Performance Max works and techniques to optimise an account with Performance Max campaigns





### Google Search Advertising

- Creating a Google Search Advertising campaign
- Understanding Search Advertising campaign settings (audience targeting, bidding and budget, campaign scheduling, etc.)
- Understanding and applying keyword match types, including negative keywords
- Search Ads copywriting best practices and how to carry out A/B testing
- Understanding Ad Strength
- Increasing visibility and Ad Rank with Search Ad Assets
- Conducting keyword research with Google Keyword Planner
- How to set up conversion tracking and remarketing with the Google Ads Tag

### Google Display Advertising

- Creating a Google Display Advertising campaign
- Understanding Display Advertising campaign settings
- Applying Display audience targeting and leveraging on Custom
- Segments to create a highly customised audience
- Setting up a remarketing campaign

## Google Ads Measurement & Optimisation

### Topics Covered Include:

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.)
- 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





Trainer Profile

# 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.







## Certificate and Certification Track

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 Strategy and Optimisation course assessment and achieved at least 75% attendance.

\*This course is accredited by SkillsFuture Singapore under the WSQ Skills Framework Marketing Campaign Management

Course Code: TGS-2022015221

Course Support Period: 19 Aug 2022 - 18 Aug 2026





# Why Learn With Us?

When you learn with Equinet Academy, you will not only get certified by a recognised certification body, the **Singapore Workforce Skills Qualifications (WSQ)**. You will also acquire extensive knowledge from highly experienced industry practitioners who develop and deliver top quality course content through experiential hands-on learning methodologies.

- Industry-recognised WSQ Statement of Attainments
- Real world hands-on projects
- Comprehensive, up-to-date curriculum and courseware
- Post-course coaching and mentorship
- Career support services and job opportunities
- Be part of an insider community with over 1000+ members

## 4.9/5

Google Reviews

## 20,000+

In our community and have trained at Equinet

## 4/5

Quality Rating on TRAQOM via Qualtrics





# Testimonials

”

Xuanbin's Google Ads course was truly transformative! Over the two days, he provided clear, actionable insights that demystified the complexities of Google Ads. His teaching style is engaging, with a perfect balance between theory and hands-on practice.

Benny Neo,  
Senior Manager, Regional Digital Marketing

”

My Return-on-Ad-Spend (ROAS) has increased by 40% since I've implemented the learnings from Xuanbin's class, steadily increasing from 508% to 702% within 4 months. Before coming to Xuanbin's class, I knew very little about what I was doing and left it mostly to guesswork.

Ben Foo  
Founder, TheFirstFruits.com

”

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

”

The insights I've gained are immensely helpful, and I'm already seeing better results and increased confidence in managing my Google Ads campaigns. Despite having basic Google Ads knowledge and having SEO experience prior, I had many unanswered questions.

Natalia Lukito,  
Digital Marketing Manager, PULSE Group

”

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.

Maggie Mok,  
JCS Biotech





# Frequently Asked Questions

## What is Google Ads and why is it important?

Google Ads, formerly known as Google AdWords, is a digital advertising platform for marketers to advertise on Google audience networks such as Google Search, YouTube, Google Display Network, Gmail, and mobile apps.

## Do I need to have a business/personal website for the course?

No, you do not need to have a business or a personal website for this course, as you be running ad simulations for a dummy website. However, if you do have an existing website you would like to run ads for, you may simulate running ads for it during the hands-on practical sessions.

## 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. For more details, you may read the [Online-based Classroom Learner Guide](#).

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.





## Related Courses

- Certified Digital Marketing Strategist (CDMS) v2
- Certified Digital Advertising Specialist (CDAS)
- Advanced Digital Advertising
- Digital Advertising Strategy
- Landing Page Design
- Conversion Rate Optimisation (CRO)

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

Sign up for  
**Google Ads  
Strategy &  
Optimisation**

Reserve your seat here today.





Equinet Academy  
10 Anson Road, #18-24  
International Plaza,  
Singapore 079903

[www.equinetacademy.com](http://www.equinetacademy.com)

**For More Information**  
**Contact Us**