



HYBRID TRAINING

9 & 10 Apr 25 (Wed & Thu)



Remote Online Training (Zoom) &



**OTC Training Centre Sdn Bhd
Subang, Selangor (Physical)**

**** Choose either Zoom OR Physical Session**

GOOGLE ADS AND SEARCH ENGINE OPTIMIZATION (SEO) MASTERY

**14 hours ZOOM & PHYSICAL
Program**



LEARNING OUTCOME

- ✓ **Comprehensive Understanding of Google Ads:**
Participants will be able to explain the purpose, functionality, and key benefits of Google Ads, including various campaign types such as Search, Display, Shopping, and Video.
- ✓ **Proficiency in Keyword Research and Targeting:**
Participants will acquire skills to conduct effective keyword research using tools like Google Keyword Planner, differentiate between long-tail and short-tail keywords, and apply match types for better targeting.
- ✓ **Crafting High-Performing Ads:**
Participants will learn to create compelling ad copies by using effective headlines, descriptions, and CTAs, as well as utilizing ad extensions to enhance campaign performance.

- ✓ **Effective Campaign Setup and Optimization:**
Participants will gain the ability to structure ad campaigns, set appropriate budgets and bidding strategies, and configure geotargeting, ad scheduling, and audience segmentation for better results.
- ✓ **Introduction to SEO and Its Role in Digital Marketing:**
Participants will understand the fundamentals of SEO, including the differences between on-page and off-page SEO, key ranking factors, and how SEO complements Google Ads strategies.
- ✓ **Practical Skills in On-Page Optimization and SEO Keyword Research:**
Participants will develop hands-on expertise in optimizing meta titles, descriptions, headers, and URLs, as well as conducting keyword research with a focus on user intent and relevance for SEO.

OVERVIEW

This 2-day training program on Google Ads and SEO is designed to equip participants with the knowledge and skills to master digital advertising and search engine optimization for business growth. The program covers a comprehensive range of topics, starting with an introduction to Google Ads, campaign types, and effective keyword research, followed by crafting high-performing ad copies and setting up optimized campaigns. It also delves into the fundamentals of SEO, including on-page and off-page strategies, keyword research, and technical optimization, while highlighting the synergy between SEO and Google Ads. Through a blend of theoretical learning, practical exercises, and live demonstrations, participants will gain actionable insights to plan, execute, and integrate Google Ads and SEO strategies for maximum ROI.

WHO MUST ATTEND

VPs and Marketing directors, PR directors, Marcom directors, social media managers, community managers, bloggers, digital marketing executives, PR executives, account managers, account executives, and anybody who needs to use social media to attract customers and prospects, cultivate leads, deepen customer relationships, increase brand awareness, improve public perception and drive sales.

METHODOLOGY

- **Quizzes.** For long, complicated training, stop periodically to administer brief quizzes on information presented to that point. Begin sessions with a prequiz and let participants know there will also be a follow-up quiz. Trainees will stay engaged in order to improve their prequiz scores on the final quiz. Further this will motivate participants by offering awards to the highest scorers or the most improved scores.
- **Small group discussions.** Break the participants down into small groups and give them case studies or work situations to discuss or solve. This is a good way for knowledgeable veteran employees to pass on their experience to newer employees.
- **Case studies.** Adults tend to bring a problem-oriented way of thinking to workplace training. Case studies are an excellent way to capitalize on this type of adult learning. By analyzing real job-related situations, employees can learn how to handle similar situations. They can also see how various elements of a job work together to create problems as well as solutions.
- **Active summaries.** Create small groups and have them choose a leader. Ask them to summarize the lecture's major points and have each team leader present the summaries to the class. Read aloud a prewritten summary and compare this with participants' impressions.
- **Q & A sessions.** Informal question-and-answer sessions are most effective with small groups and for updating skills rather than teaching new skills. For example, some changes in departmental procedure might easily be handled by a short explanation by the supervisor, followed by a question-and-answer period and a discussion period.
- **Question cards.** During the lecture, ask participants to write questions on the subject matter. Collect them and conduct a quiz/review session.
- **Role-playing.** By assuming roles and acting out situations that might occur in the workplace, employees learn how to handle various situations before they face them on the job. Role-playing is an excellent training technique for many interpersonal skills, such as customer service, interviewing, and supervising.
- **Participant control.** Create a subject menu of what will be covered. Ask participants to review it and pick items they want to know more about. Call on a participant to identify his or her choice. Cover that topic and move on to the next participant.
- **Demonstrations.** Demonstrate the steps being taught or the processes being adopted.
- **Other activities.**
 - ⇒ Create a personal action plan
 - ⇒ Paraphrase important or complex points in the lecture

Module 1: Introduction to Google Ads

- Overview of Google Ads and how it works
- Key benefits of using Google Ads
- Understanding the Google Ads interface and dashboard
- Types of Google Ads campaigns (Search, Display, Shopping, Video, etc.)

Module 2: Keyword Research and Targeting

- Importance of keywords in Google Ads
- Tools for keyword research (Google Keyword Planner, Ubersuggest, etc.)
- Long-tail vs. short-tail keywords
- Negative keywords and their role in campaigns
- Setting up keyword match types (Broad Match, Phrase Match, Exact Match)

Module 3: Writing Effective Ads

- Key elements of a high-performing Google ad
- Crafting compelling headlines and descriptions
- Best practices for call-to-action (CTA)
- Ad extensions and how to use them effectively
- Examples of successful ad copies

Module 4 : Campaign Setup and Optimization

- Structuring campaigns and ad groups
- Setting a budget and bidding strategies
- Ad scheduling and targeting settings
- Geotargeting and audience segmentation
- Live walkthrough: Creating a campaign from scratch

Module 5: Introduction to SEO

- What is SEO? Understanding how search engines work.
- On-page vs. Off-page SEO: The key differences and importance of both.
- Key ranking factors in search engines
- How SEO complements Google Ads

Module 6: Keyword Research for SEO

- The importance of Keyword Research in SEO.
- Tools and Techniques for Effective Keyword Research.
- Understanding User Intent and Keyword Relevance.

Module 7: On-Page Optimization

- Optimizing meta titles and descriptions
- Importance of headers (H1, H2, H3 tags)
- SEO-friendly URLs and site architecture
- Content optimization: Keywords, readability, and relevance
- Hands-on: Optimizing sample webpages