



## COURSE : GOOGLE ADS SEARCH TRAINING

Irene, Pretoria | 09:00 - 15:00 | R3600

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### WHAT IS THE COURSE ABOUT?

Our course follows Google's Academy for Ads' course structure - where we start with Google Ads Fundamentals, before moving on to Google Search Advertising. We've also dedicated a part of the course towards practical application, where we'll show you how to set up your first Google Ads campaign.

### THE KEY COURSE OUTCOMES

- Learn the basics of Google Ads
- Choose where customers see your ads
- Create effective text ads
- Avoid editorial errors
- Choose the best campaign types
- Organise your account for success
- Learn how to reach the right customers
- Control which searches trigger your ads
- Select the right bidding strategy
- Adjust bids
- Align your budget with your goals
- Track conversions to improve performance
- Evaluate campaign performance
- Optimise your Search Campaign
- Set up a Google Search Campaign

### WHO SHOULD ATTEND?

This course is considered the beginner course for Google Ads. It is ideally suited for those who've been dabbling with Google Ads, or those who've never even set up a campaign before. This course will give both dabblers and complete novices the tools needed to create effective search campaigns on Google.

Upon completion, you will have all the information and materials needed to pass the Google Fundamentals and Google Search Ads exams. By passing these two exams, you will be a certified Google Ads campaign manager.

LET US SHOW YOU HOW

## WHAT IS INCLUDED?

Course material, lunch and refreshments are included. There will be body breaks throughout the day as well as a lunch break.

## WHAT TO BRING?

Please bring your laptop along so that you can join in on the practical session. If you don't have access to a Google Ads account, please have a Google Email (Gmail) account ready for your account setup

## WHO ARE THE TRAINERS?

Our trainers are Google Ads certified practitioners at Starbright who work on client accounts daily - they also take Search Engine Marketing seriously. Thanks to their experience in advertising for multiple industries, they are able to advise you on what strategy is best for your type of business.

Book today by emailing [adwords@starbright.co.za](mailto:adwords@starbright.co.za) or call us on 012 004 0080.

## TERMS AND CONDITIONS

- Once you have booked your place, your invoice will be emailed to you and your booking will be secured after the payment has been made.
- Payments must be made one week prior to the course date.
- No course booking will be confirmed without proof of payment prior to the course date.
- Starbright reserves the right to cancel or postpone any courses without prior notice should there not be the desired amount of course attendees.
- Should the course be cancelled by Starbright or moved to a date that does not suit you, you will be refunded in full.
- Cancellations must be made one-week prior to the course date. Upon cancellation you will be refunded 50% of the total course cost.
- Cancellations made after the cancellation date will not be refunded.
- Should the delegate not arrive for the course, fees will be forfeited.
- Should the delegate not be able to make the course, a substitute delegate may take his / her place.



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