



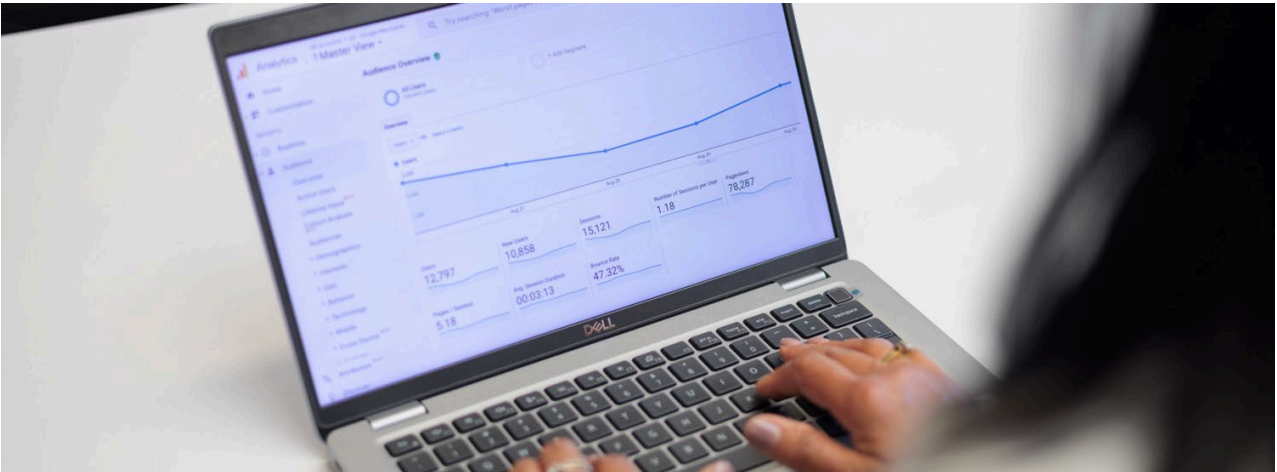
THE UNIVERSITY OF  
SYDNEY

# Google Ads (AdWords) Management Course

*Centre for  
Continuing Education*



# Google Ads (AdWords) Management Course



Google Ads (AdWords) is one of the most targeted methods of online advertising, where you can place your search results in front of potential customers at the very moment that they're searching for the products or services you offer. Search advertising with Google Ads is powerful, flexible and data driven, giving you high levels of management control – but you need to have the basics in place.

Whether you are considering using Google Ads for the first time, or are already running an account, this course will give you the insights into best practices, great tools and the reports you need to understand how your advertising is working and what could be improved. Learn how to setup and run a successful Google Ads campaign and get the greatest return from your budget in this interactive short course.



## Course duration

1 session, 8 hours total  
or  
2 sessions, 7 hours total



## Time

9am - 5pm  
or  
9am - 12:30pm



## Format

Face-to-face  
or  
Online in real-time



## Dates

Browse available  
[course dates](#)

## Intended audience

Suitable for business owners, marketing, advertising & business development professionals or webmasters who want to promote their business to people searching online.

## Prerequisites

Some familiarity with Google Ads (AdWords) is recommended, but not essential.



## Upon completion

Every participant receives a University of Sydney certificate of completion.



## Aims

This short course aims to give you a step-by-step guide to setting up a great campaign and then reviewing the activity data and optimising your account to achieve the best results for your business.



## Outcomes

By the end of this course, you should be able to:

- setup and efficiently manage your Google Ads (AdWords) campaigns
- increase targeted traffic and leads through your websites
- understand all the key metrics to review your ad spend
- improve the performance of your existing Google Ads campaigns
- increase conversions for leads and ecommerce goals
- reduce your current Google Ads cost per customer acquisition.



## Content

- The pros and cons of Google Ads (AdWords)
- Key features & terminology used
- The Google Ads Account Hierarchy
- Planning and creating effective campaigns
- The role of AdGroups
- Researching and using Keywords & Match Types
- Creating Great Adverts & Landing Pages
- Conversion tracking methods
- Integrating Google Analytics with Google Ads
- Reviewing & Understanding Data Reports
- Optimising your campaigns
- Keyword Performance & Quality Score
- Measuring & testing Ads
- Using the Google Display Network (inc Remarketing)
- Overview of Google Ads Editor



## What you need to do before the course

To participate in this course, you will need your own **Google Ads** account. Please bring your account login details with you to class.

## Materials

Course materials are provided electronically.



## Organisational training and development

This course can be delivered as a private session for groups, and tailored to meet the needs of your business. Contact us to discuss our range of organisational training solutions.

[Learn more](#)



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*inspire leadership*

**For more information**

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